



## The Toronto Whiff of Grape

**Chris Rudge**

**January 26, 2010**

### *An Insider's view of the 2010 Winter Olympics*

Chris Rudge was named chief executive officer of the Canadian Olympic Committee (COC) in January 2003. Rudge is a member of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games' (VANOC) Board of Directors. He has an extensive knowledge of international, national and provincial sports policies and their effects. He has led numerous sports delegations internationally, including COC missions to the Rio Pan Am Games and the Torino and Beijing Olympic Games.



Rudge, 64, is a former EVP of Marketing, Communications and International Development with Quebecor World Inc., the world's largest commercial printer. Prior to joining Quebecor in 1991, Rudge was president and co-owner of the Pickering-based Web Offset Publications. He also worked at Maclean Hunter Printing as general manager, sales and marketing and has held various senior advertising sales positions at The Financial Post, including national advertising manager.

At the COC he also has had to deal with controversy – Interactive Male, a Vancouver-based company that calls itself North America's largest chat line for gay and bisexual men, had been battling with the COC since March 2005 over its application with the Canadian Trademark Office. The COC had argued the chat line's logo resembled Olympic sporting event symbols used in the 1970s. However, upon examining the logo, Rudge said there was no reason to oppose its use.



And with speculation for future games – Rudge said that while the COC doesn't have firm plans for a run at the 2022 Games, pursuing one would be a reflection of the group's strategy of being ready when the time is right to make a bid for a Games or other high-profile events – Quebec City is rumoured ...



The COC is also lobbying for cable subscribers to pay \$0.60/month for a specialty sports channel dedicated to Canadian high performance sport. An entity was created (CASN/RSAC) that applied to the CRTC for two television licenses for the specialty sports television networks. The application, which was made on Dec. 3, 2007, is for an English language license and a French language license: Canadian

Amateur Sports Network (CASN) and Réseau du sport amateur canadien (RSAC). CASN/RSAC is an initiative of the Canadian Olympic Committee working with



private investors and broadcast experts. The proposed national digital television networks, with mandatory distribution on the basic digital service of all Cable and DTH Satellite carriers, would each focus solely on Canadian amateur sport 24 hours a day, seven days a week, allowing Canadians to watch their amateur athletes compete in regional, national and international events in both Olympic and non-Olympic sports. You can read more about and support the initiative at [http://casn-rsac.com/index.php?option=com\\_content&task=view&id=45&Itemid=85](http://casn-rsac.com/index.php?option=com_content&task=view&id=45&Itemid=85)

Chris' sports background includes experience as an athlete, teacher, coach and administrator. He began his professional career as a physical education teacher with the Toronto Board of Education, teaching both junior and senior high school students. A lacrosse fan, he played competitively with the Syracuse Stingers of the National Lacrosse League (NLL). He also served as director of personnel with the NLL's Les Caribou de Québec, and coached the Canadian National Field Lacrosse Team.

Chris has long been active on a number of boards in the corporate, cultural and education sectors. He currently serves as a Director of The Paxen Group and on the boards of Merrill Lynch, Canada; National Ballet of Canada; and Country Day School, where he is vice chairman. He is also involved with the School of Graphic Communications Management at Ryerson University and University of Toronto's Department of Athletics Restricted Funds Committee. Previously, he was a member of the Province of Ontario's Olympic Trust and Waterfront Development Board and Chairman of the Town of Vaughan's Recreation and Sports Advisory Committee.

Rudge holds a teaching certificate from Queen's and a Bachelor (Honours) of Physical and Health Education from the UofT. In the fall of 2008, became an adjunct professor in UBC's School of Human Kinetics, an interdisciplinary school in the Faculty of Education dedicated to research and teaching about human movement, physical activity and health. He will present guest lectures in two undergraduate courses: *Sport, Peace and Conflict* and *The Modern Olympics: Power, Politics and Performance*.

He resides in Thornhill, Ontario with his wife Janet Nutter, a medallist in diving at the Commonwealth Games (1978) and Pan American Games (1975 and 1979). They have two children.