

## **Two crazy Canucks roll to victory**

### **Second Annual Canadian Cheese Rolling Festival a huge success**

**Montreal, QC, August 15, 2009** –Today more than 189 enthusiastic competitors spent the afternoon chasing a giant wheel of Canadian cheese down Blackcomb Mountain in Whistler at Dairy Farmers of Canada's 2<sup>nd</sup> Annual Canadian Cheese Rolling Festival. The two Grand Champions each went home with an 11-pound wheel of Canadian cheese and a Whistler season's pass for two.

David Egydy, 26, from Whistler won the men's competition and Martha Skinner, 25, also from Whistler won the women's competition. More than 60 children participated in uphill races.

“It was fantastic to see so many families out enjoying the cheese rolling races and sampling some of Canada's finest cheese,” said Solange Heiss, assistant director, marketing and nutrition communications, Dairy Farmers of Canada. “Dairy Farmers of Canada is proud to sponsor the Canadian Cheese Rolling Festival and to put the spotlight on the high quality cheese produced in this country from coast to coast.”

In addition to the races, more than 7,500 spectators took in a host of other fun activities including a cheese obstacle course, cheese Twister, a potato bag race and a bean bag toss. People were able to sample a variety of delicious Canadian cheese, wander through a Farmer's Market and participate in cheese seminars.

Well-known Canadian comic, actor and improvisation superstar Roman Danylo hosted the event which involved eight race heats before the final Grand Championship races at 4:00 p.m. PDT.

Canadian cheese maker Natural Pastures produced the special 11-pound wheels of delicious Cracked Pepper Verdelait cheese for the Canadian Cheese Rolling Festival.

Visit [www.canadiancheeserolling.ca](http://www.canadiancheeserolling.ca) for race results from the 2<sup>nd</sup> Annual Canadian Cheese Rolling Festival. High resolution photos and video footage from the event can also be downloaded through the web site's newsroom as of August 16, 2009 at 12:00 p.m. EST.

#### **About Canadian Cheese**

Cheese is a staple food in the Canadian diet, with 98 per cent of Canadians eating cheese regularly. In fact, according to Statistics Canada, Canadians consume more than 765 million pounds of cheese every year. The cheese making industry is one of Canada's oldest, dating back nearly as far as the fur trade. There are over 200 cheese makers in Canada who make more than 150 varieties of cheese.

**(more)**

(2)

**About Dairy Farmers of Canada**

Dairy Farmers of Canada (DFC) promotes the wholesome goodness of dairy products as part of a healthy, balanced diet and encourages good nutrition and physical activity for all Canadians. DFC is completely funded by dairy producers.

For more information or to arrange an interview with a Canadian Cheese Rolling Festival spokesperson, please contact:

Will Lamont  
Trillium Corporate Communications  
416-322-3030, extension 241  
[will@trilliumpr.com](mailto:will@trilliumpr.com)