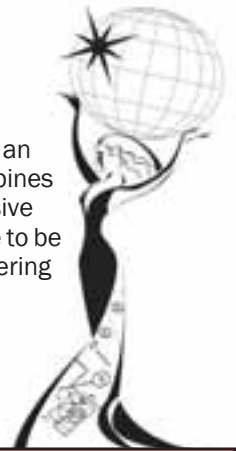


AOA - Branded Visitor Center: Olympic Spirit Toronto, Toronto, Canada

The Olympic Spirit visitor center provides an engaging and participatory environment as well as an educational experience that captures the essences of the Olympic Games. It successfully combines interactive sports simulators, multimedia presentations and authentic artifacts into an immersive guest experience enabling visitors, particularly children, to effectively understand what it is like to be a high-performing athlete. This permanent discovery center extends the Olympic brand by delivering strong entertainment components within an inspirational learning context.

12th Annual Thea Awards Olympic Spirit Toronto



International Olympic Committee (IOC)

President: Jacques Rogge
Honorary President: Juan Antonio Samaranch
Director General: Urs Lacotte
Director, Television & Marketing Services: Timo Lumme
Managing Director, Olympic Museum: François Gabet

Canadian Olympic Committee (COC)

Chief Executive Officer: Chris Rudge
Chief Operating Officer: Lou Ragagnin
Marketing and Communication: Nick Marrone

Concept, Design, Development and Supervisory Management: Olympic Spirit Group

President & Chief Executive Officer: Mark Dzenick
Vice-Chairman: John Krinsky
Licensee Coordination: Edward P. Powis
Strategic Planning & Marketing: Markus Jerger
Project Planning and Development: Jerry Hewitt
Technology: Mark Mathias
Operational Planning (Stevens & Assoc.): Terry Stevens
Project Planning and Development (Jeff Mayer & Partners): Jeff Mayer
Look and Identity (Iconologic): Brad Copeland
Look and Identity (Iconologic): Ward Copeland
Media Consultant (OTAB): Stewart Binns

Project Development/Operator: Toros Entertainment, Inc.

Chairman & Chief Executive Officer: Glenn Miller
President: Neil Miller
General Manager: Jay Whiteside
COO: Peter Doyle

Olympic Spirit Toronto Athlete Advisory Board

Marnie McBean (Rowing), Brian Stemmler (Alpine Skiing), Curt Harnett (Cycling), Bruny Surin (Athletics), Steve Nash (Basketball), Cheryl Pounder (Hockey)

Experience Design & Project Management: Bronskill & Co, BaAM Productions

Gary Myers, Creative Director: Gary Myers
Project Manager: Annemarie Roe
Project Director: Christine Kerr
Graphic Design: Rae Lam
Graphic Production: Angie Gammage
Design Detailing: Ana Francisca de la Mora
Project Manager: Keith Storey
Graphic Installation: Mike Gilman
Project Coordinator: Erin Parkin
Content Developer/ Writer: Matt Kerr
Client Services: Ian Caldwell
President: Reg Bronskill

Feature Media Production - "The Calling": Team Adrenaline

Executive Producer: Gordon James
Producer: Nina Beveridge
Director: Paul Hart
Editor: Giorgio Saturnino
Composer: Jack Lenz
Writer: Dave Toms

Panasonic Canada

Ian Kilvert

Media Consultants & Content Development

Ty Granaroli, Lisa Nash

Additional Media Production: Insight Sports

Gord Redel, Senior Producer

AV & Show Control: Edwards Technologies Inc. (ETI)

Brian Edwards, Sam Hatcher, Mitch Hartmann, Ravi Shankar, Arnold Tang

Lighting Design: Light Brigade

Rhomney Forbes-Gray, Heather Seniow

Exhibit Fabrication & Installation:

Mice Kadoke, Panigas, John Thurston Machine, Chris Reaney

Property Development: PenEquity Management Corporation

Chairman: Glenn Miller
V. P. Planning & Construction: Doug Peters
Special Projects: Keith Travis

Architecture and Engineering: Baldwin & Franklin Architects

Mark Franklin, Will Hudson