

WhyNot.

JUNE 2007

MAGAZINE



The Rolling Rampage

WhyNot. Magazine
THE ROLLING RAMPAGE ISSUE
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COVER: Quebec's Michel Filteau ready to roll.
Photo by Randy Krahn

Canadian Foundation for Physically Disabled Persons

The Canadian Foundation for Physically Disabled Persons, a charitable organization founded in 1985, assists people with physical disabilities to live fuller lives. Its mission is to create awareness in the public, business communities and government of the abilities of persons with disabilities and their needs in the areas of housing, employment, education, accessibility, sports and recreation and research. In the past twenty-three years, the Foundation has raised substantial funds, which it has distributed to a wide variety of organizations and events. These include the Terry Fox Hall of Fame, the Eternal Flame of Hope, the Rotary Cheshire Home, the Canadian Helen Keller Centre, the annual Great Valentine Gala (in cooperation with the Rotary Club of Toronto-Don Valley), the King Clancy Awards, the Corporate Awards, the WhyNot Marathon, the first Canadian Marathon for the Paralympics and Jeff Adams' CN Tower climb.

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COO., Canadian Paralympic Committee

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Coordinator, 1K Relay



Paralympic athletes from across Canada and around the world are hard at work in training for the 2008 Games in Beijing. Our Canadians will be there, again honouring our country with outstanding performances and receiving many medals for their skill and spirit.

Part of their preparation for those Games will be revealed June 16 at the Rolling Rumpage on a special race course around Queen's Park in Toronto. This outstanding event not only attracts our wheelchair racers from across Canada but also, as I write this, they are joined by 18 racers from six countries including Spain, Great Britain, South Africa, Australia and the United States. As always this sporting event draws in spectators of all ages, some of whom come in teams to have fun competing around the course.

This event helps us to support our great Canadian athletes and pay tribute to their skill and spirit as well as the honour they bring to our country. It also is a vivid example to others of all ages with disabilities that the world of sport and competition is open to their lives as well and we are proud of their efforts and participation, wherever they live.

Warmest thanks to the Canadian Foundation for Physically Disabled Persons led by the incredible commitment of Vim Kochhar, without whom the Rumpage would not exist. Thanks also to the Toronto-Don Valley Rotary Club, the Canadian Paralympic Committee, and all the others who have made this event a great success for the past five years.

Best wishes to all of our competitors and, as always, I will be on the sidelines cheering for every one of you.

**The Honourable
Joyce Fairbairn**
*Senate of Canada
Rolling Rumpage
Honorary Co-Chair*



It is a great pleasure to once again join you as Honorary Co-Chair of the Rolling Rumpage, Canada's premier international wheelchair road race.

This year's event marks the fifth annual Rolling Rumpage, an important milestone for wheelchair sport in this country. Although today's Paralympics have become the second largest sporting event in the world, elite athletes with a disability still struggle to garner the kind of commercial and popular support they deserve. The growing number of marquee international events like the Rolling Rumpage signals the beginning of a new era of opportunity for these remarkable competitors and that's great news for athletes and sports fans everywhere.

I want to thank the Rolling Rumpage's generous sponsors for their substantial and continuing commitment to Canada's burgeoning Paralympic movement. Your participation spells great things for the future of elite sports for athletes with a disability and I applaud your community spirit. I also want to commend Vim Kochhar and his team at the Canadian Foundation for Physically Disabled Persons, along with everyone at the Canadian Paralympic Committee and the Rotary Club of Toronto-Don Valley. Without your vision and hard work, none of this would have been possible. I look forward to seeing you June 16th.

**The Honourable
Consiglio Di Nino**
*Senate of Canada
Rolling Rumpage
Honorary Co-Chair*



I want to thank the Canadian Foundation for Physically Disabled Persons for inviting me to participate in this year's Rolling Rumpage as Race Chairman.

Scotiabank is proud to support the communities in which we live and work, both in Canada and abroad. We focus our philanthropic donations primarily in the areas of healthcare, social services, education and arts and culture. Since its inception and inaugural run in 2003, Scotiabank has been a major sponsor of the Rolling Rumpage. As Canada's foremost showcase for elite wheelchair sports, the Rumpage has been an exciting, enlightened addition to Toronto's lively sports scene. Equally important, the event has established invaluable links with the international racing community that are creating new and meaningful opportunities for more people with disabilities to train and compete on the international stage. Canada's business leaders have a vital role to play in the continuing success of amateur and professional sport for people with disabilities and Scotiabank is proud to play its part.

I want to thank the CFPDP, the Canadian Paralympic Committee and the Rotary Club of Toronto-Don Valley for their outstanding leadership in promoting the growth and development of sport for athletes with a disability. The Rolling Rumpage is a truly egalitarian vision of competitive sports and it is an honour and a pleasure to be involved.

Warren Jestin,
*Senior Vice-President &
Chief Economist
Scotiabank*



Greetings and welcome to our celebration of the fifth annual Rolling Rumpage 10K Wheelchair Road Race.

Four years ago, on the occasion of our inaugural Rolling Rumpage, I expressed the hope that the race would one day secure a permanent place for itself in Toronto's thriving professional sports scene. With our fifth annual Rumpage, there's a feeling here at the Canadian Foundation for Physically Disabled Persons that this very special event has found a home. The Rumpage has come a long way in just four years. We've laid down roots in the community and formed vital links with the international racing community that will foster even greater opportunities in the years ahead. It's a great day for the Rolling Rumpage and a great day for everyone who supports the hopes and aspirations of Canadians with disabilities.

I want to pay a special tribute to our Rolling Rumpage sponsors: Scotiabank, Petro-Canada, Pfizer, ICICI Bank Canada, Thompson Printing, TD Waterhouse and the CAW. The continued growth and success of the Rolling Rumpage and the Paralympic movement hinge on creative, committed corporate partnerships and we are indebted to our Rumpage partners for their vision, generosity and leadership. On behalf of the athletes, the fans and everyone who shares the Paralympic dream, I thank you.

Vim Kochhar,
*President and CEO,
Vimal Group of Companies
Chairman, The Canadian
Foundation for Physically
Disabled Persons*

Messages

Leading the Charge

Toronto's Rolling Rampage is in the vanguard of a growing world of opportunity for athletes with a disability

On June 16, 2007, the biggest names in wheelchair road racing hit the streets of downtown Toronto for the fifth annual Rolling Rampage, Canada's premier showcase of international wheelchair sport.

With their fifth Rampage, organizers are proudly proclaiming the nation's first internationally touted venue for wheelchair road racing has found a permanent home. In fact, this year's Rolling Rampage ups the ante with \$35,000 in prize money, one of the largest purses in wheelchair sport. Roll in the race's loyal and growing roster of major corporate sponsors and extended network of government and community partnerships, and the Rampage's future looks very bright indeed.

A project of the Canadian Foundation for Physically Disabled Persons in concert with the Canadian Paralympic Committee and the Rotary

Club of Toronto-Don Valley, the Rolling Rampage is in the vanguard of an evolutionary process that has been years in the making, according to CFPDP Executive Director Dorothy Price.

"This is the beginning of something supporters of the Paralympic movement have dreamt about for a very long time: professional sport for people with disabilities. It may be a new idea for many people but it's not something that happens over night. It takes a lot of very dedicated and farsighted community partners to get a project like the Rampage established. It's been very exciting to watch this thing grow," says Price.

The challenge for the fledgling professional sports movement, notes Price, is how to build an audience. Although the athletes have proven they can connect with the popular imagination in major international meets like the Paralympics and the World Cup, specialty events like the Rampage are still off the radar for most Canadian sports fans. And, declares Price, that's something the Rolling Rampage aims to change. "It's a bit of a Catch 22," says the CFPDP's director. "Let's face it. Ultimately, professional sport for people with disabilities will only take off with widespread public support. But you can't grow your audience before you grow the sport. We're very fortunate to count on the support of a really forward-looking team of corporate contributors. Corporations like Scotiabank, Petro-Canada and Pfizer have played a tremendous leadership role in the growth of the Paralympic movement in this country. We owe all our sponsors a real



CFPDP Executive Director
Dorothy Price

Three-time Rampage
champ and Canadian
Diane Roy (right)
with Great Britain's
Shelly Woods



debt of gratitude.” Other sponsors on the Rampage team this year include: ICICI Bank Canada, Thompson Printing, TD Waterhouse and the CAW.

The Rampage has also garnered growing interest and support from many of the nation’s leading media outlets, including: a live broadcast and highlights coverage on CBC’s Sports Saturday; a 30 minute broadcast and coverage on TSN; newscasts on CBC, Citytv, CTV and Global; a documentary on CBC Television’s Moving On, the award winning program about people with disabilities; two supplementary sections in the Toronto Star; photos and write-ups in other daily and neighbourhood newspapers, as well as ongoing and extensive coverage in WhyNot Magazine.

Of course the big story of the Rolling Rampage is the racers themselves, notes Price. Since the inaugural Rampage in 2003, over 160 Paralympians and international wheelers have convened on Toronto’s scenic Queen’s Park Crescent in the heart of the city for what three time Paralympian and Rampage M.C. Rob Snoek has called the perfect 10K contest. With its sweeping curves and gentle inclines, including a downhill run to the finish line, the 1.7K Queen’s Park loop appeals to both grinders and sprinters alike, making for a wide open race that is anybody’s call. Three of the last four men’s open divisions have been wrung out in neck and neck finishes pitting together some of the most legendary names in the sport.

“The athletes are definitely our greatest asset and road racing is a fantastic forum for seeing them in action. You can actually see the fire in their eyes. There’s no question in my mind this sport is going to catch on with Canadians. We just have to hang in there a little longer,” says Price.

To learn more about Canada’s premier international road race visit www.rollingrampage.com



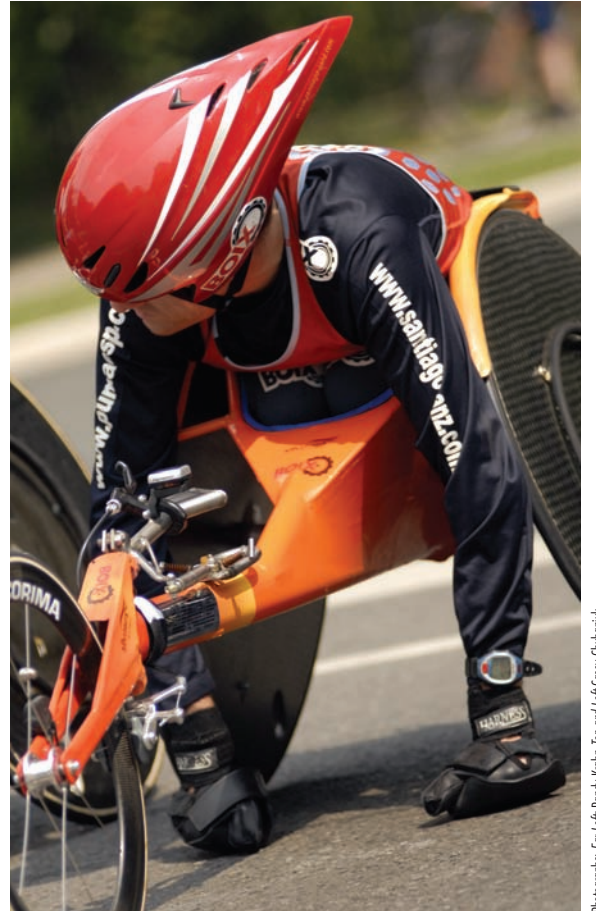
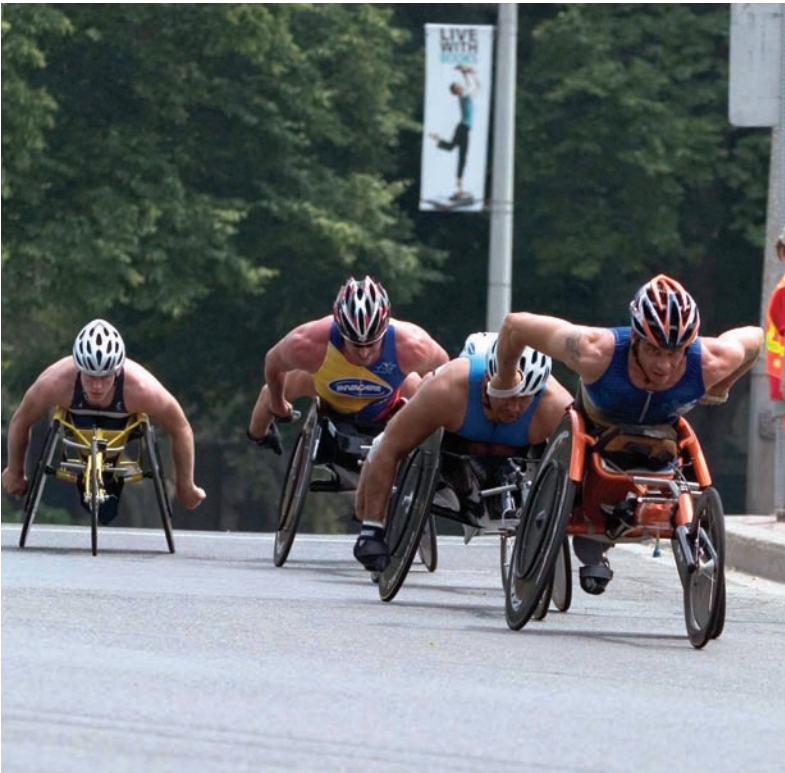
It was a great day for the race!

Drive to the Line

With an all-star international lineup, the 2006 Rolling Rampage pulled out all the stops in a driving contest that went all the way to the wire



Photographs: Top and Far Left: Randy Krahn, Left Casey, Chuhniuk



For the fourth year running, the Men's Open division of the 2006 Rolling Rumpage was decided by inches with five of the world's top racers closing in on the finish. There were also two new course records: Women's Open champ Diane Roy's mark of 24:48:1; and Spain's Santiago Sanz Quinto's 24:42:7 in the Quad Division.

Photographs: Far left: Randy Kahn; Top and Left: Casey Chabanik

Let it Roll!

As Toronto's Rolling Rampage celebrates its 5th anniversary, the race's founder confidently predicts the Rampage's future is secure



Left:
Legendary Paralympian
Jeff Adams with
former Toronto Mayor
Barbara Hall



Right:
Racer April Coughlin
shares a moment
with CFPDP chairman
Vim Kochhar

Rolling Rampage founder Vim Kochhar remembers well when the notion of hosting an international road race first captured his imagination. The spur was celebrated Canadian Paralympian Jeff Adams. A six-time World Champion, outspoken disability advocate and all-around force to be reckoned with, Adams can be a pretty formidable salesman, says Kochhar with an affectionate chuckle.

“Jeff planted the seed. He really sold me on the whole idea of wheelchair road racing. What we had to do was raise some prize money, invite the best racers in the world and let them loose on the streets of downtown Toronto. My first reaction was ‘Whoa! This is complicated.’ But the more I thought about it, it actually started to make sense,” says Kochhar, still chuckling at the memory of Adams’ enthusiasm for the scheme.

Besides, it wasn’t as if this new association with wheelchair sports was a total stretch. As head of the Canadian Foundation for Physically Disabled Persons, Kochhar and the CFPDP were enthusiastic supporters of the international Paralympic movement and the organization has been a major financial sponsor of the Canadian Paralympic Committee and its athletes. The nation’s Paralympians have long served as compelling advocates and role models

for the disability community’s broader social agenda, notes Kochhar, and a road race was certainly a great way to ramp up the message.

“Wheelchair road racing really makes a powerful statement about the limits of disability. Nobody defines these athletes in terms of their limitations. When the rubber meets the road, what you see out there is heart and drive and pure ability,” says Kochhar. “It’s great sport, it’s great entertainment, and it’s great advertising for the larger issues of the disability community. It’s a winner every way you look at it.”

Bringing wheelchair road racing to Toronto was also a great way to promote the continued growth and viability of elite sports for people with disabilities, adds Kochhar. A persistent problem for the Paralympic movement has been the lack of competitive opportunities for athletes in the off-years between the Paralympics and the World Cups. One of Kochhar’s proudest achievements for the Rampage was linking up with the prestigious America Series, a spring and early summer circuit connecting major wheelchair track and road race events spanning the U.S. Eastern Seaboard. With the Rampage’s \$35,000 prize purse, provided by Scotiabank, and the concentration of half a dozen major international events in a three week schedule, it has become much more attractive – and feasible! – for international wheelers to travel the globe and compete. Last year, the Rolling Rampage became a founding member of the World Series, extending that network to two continents.

“We’ve come a long way in just four years. With our fifth annual Rolling Rampage we’ve established a real foothold in the community and that’s been very gratifying. I think you can safely say Toronto’s Rolling Rampage has found a home,” says Kochhar with a satisfied smile.

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Roll out the Rookies!

The Rolling Rampage 1K Relay offers everyone the chance to team up and roll for a great cause. It also offers a lot of laughs.

Although there was no mistaking him for a world-class athlete, Ontario Health Minister George Smitherman made a memorable impression in his recreational wheelchair. Decked out in a T-shirt and gym shorts, the Honourable Member for Toronto Centre-Rosedale and his crew from the ministry gave as good as they got in last year's Rolling Rampage 1K Wheelchair Relay.

An entertaining fundraiser and awareness event pitting four member teams of rank amateur wheelers in carefree, if often inept competition, the 1K wheelchair relay has become a popular fixture of Toronto's annual Rampage. Last year some 30 teams of able-bodied participants representing the corporate sector, social services and community organizations rolled out to show their support for the cause.

The relay has proven a great way to raise awareness about some of the many challenges confronting Canadians with disabilities, says Rampage founder Vim Kochhar. It has also provided valuable funding for local disability organizations and the Canadian Paralympic Committee. Besides, notes Kochhar, it's a lot of fun.

"The relay is a great way to get everybody involved in disability issues and support for our athletes. It's a lot of fun for the participants, for sure. But I have to say it's probably even more fun for the spectators. It really gives you an appreciation for what the real road racers can do."

Interested participants can download pledge forms for next year's Rolling Rampage 1K Relay at www.rollingrampage.com

Racers queue up for the Rolling Rampage 1K Relay



Photograph: Casey Chuhmanuk

Walk and Roll!

*Wheel your wheelchair. Ride your unicycle. Or try a leisurely stroll.
The field is wide open for the Rolling Rampage Walk and Roll for Pledges.*

“**T**he Walk and Roll for Pledges is open to everyone,” says Canadian Foundation for Physically Disabled Persons Executive Director Dorothy Price. “You can push a baby carriage or ride your skateboard. The point is to come on out and get involved and show your support for people with disabilities.”

The annual Walk and Roll offers participants the unique opportunity of pledge partnering with their favourite disability organization. Half of the pledges raised go to the disability organization of your choice.

“We have members of the disability community who come out with their family and friends and make a day of it. They hang out, watch the race, have a picnic in the park and just have a wonderful

time. And it's all in the name of a great cause, changing the way Canadians think about physical disability,” says Price.

Community partners in the Rolling Rampage Walk and Roll for Pledges include: Variety Village, Easter Seals, Bloorview Kids Rehab Children's Centre, Achilles Canada, abi Possibilities, Bellwoods Centres for Community Living, Paralympics Ontario, Harmony Place, Ontario Wheelchair Sports Association, Rotary Cheshire Homes and Sunnyview Public School.

To register for the Walk and Roll, show up on Queen's Park Crescent on Rolling Rampage day or visit www.rollingrampage.com and download a pledge form.

Family and friends enjoy the Rampage Walk and Roll



Photographs: Casey Chumaniuk

Driving home the message

The team behind Toronto's Rolling Rampage has dedicated 23 years to one abiding goal: Changing the way Canadians think about physical disability



The Canadian Foundation for Physically Disabled Persons has celebrated and supported the issues and abilities of Canadians with disabilities since 1985.

A persistent advocate for equal opportunity, the CFPDP has supported services and ideas promoting increased access and community involvement for the estimated 1.2 million Canadians who live with some form of disability. In total, the

CFPDP has launched more than 50 nationally oriented projects and events fostering increased awareness and support for causes and initiatives that level the playing field and make it possible for more people with disabilities to be fully engaged in the life of their communities. If the Foundation's many projects have one abiding goal, notes CFPDP executive director Dorothy Price, it is changing the way Canadians think about disability and the nature of its limitations.

"Promoting a broader awareness of the disability community's abilities is at the heart of everything we do," says Price. "So many people get hung up on the dis in disability that they never get beyond it. There's only so much we can do as one organization to create meaningful opportunities for people but if you can mobilize the public to look at these issues in a new way, then things start to change across the board. In the long run, real change will only come when everybody pulls together."

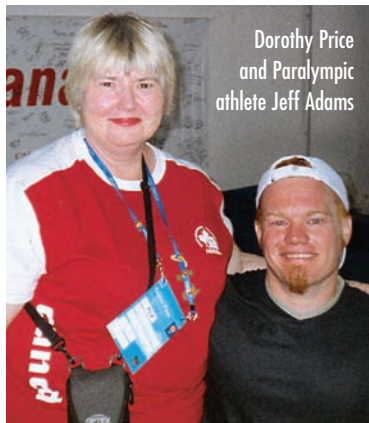
Since 1985 the CFPDP has raised more than \$13 million in support of Canadians with disabilities. That money, says Price, has been channeled into projects as diverse as housing, emergency intervention and education for Canada's deaf-blind com-

munity; publishing; community sports and recreation programs; the Terry Fox Hall of Fame; and Canada's Paralympic movement.

"We've always tried to direct the money to areas where, for one reason or another, there seems to be an urgent shortfall. The deaf-blind community, for example, is so small they don't even appear on most people's radar and yet their need for specialized services is huge. And Paralympic sports. I think we've seen a real breakthrough in the last ten years but there's still so much more we could be doing to help these athletes reach their full potential. And they send a powerful message about ability. Investing in our athletes is a win-win for the Foundation because they are such compelling advocates for change," says Price.

The CFPDP's many endeavours include:

- **ROTARY CHESHIRE HOMES**, an innovative barrier-free apartment building in Toronto for people with dual sensory loss. Developed by the CFPDP in partnership with Cheshire Homes Foundation and the Rotary Club of Toronto-Don Valley, RCH was North America's first private housing complex designed specifically for the deaf-blind. The Foundation has also helped RCH develop emergency intervention services for the deaf-blind community.



The Eternal Flame of Hope



● **THE CANADIAN HELEN KELLER CENTRE**, the nation's only training centre for the deaf-blind. Opened in May, 2001, with funding from the CFPDP, the Rotary Club of Toronto-Don Valley and the Ontario Trillium Foundation, CHKC offers temporary living quarters and one-on-one training in independent living skills, orientation and mobility, leisure activities and socialization, computers, reading and writing Braille, finger spelling, adapted American Sign Language and Two-Hand Manual. CHKC also works to raise awareness and advocates with the Deaf-Blind Community for greater access and inclusion.

● **PARALYMPIC SPORTS**. Ever since the first Great Valentine Gala, which highlighted the achievements of Canada's team at the 1984 Summer Paralympics, the CFPDP has been an active sponsor of Paralympic athletes and the Canadian Paralympic Committee. In 2000, the CFPDP was an official sponsor of Canada's team at the Sydney Paralympics, donating over \$100,000. The Foundation also supported athletes at the 2002 Winter Paralympics in Salt Lake City, in 2004 in Athens and again this past winter in Torino. The CFPDP's annual Rolling Rampage for the world's elite wheelchair athletes is also a project undertaken in partnership with the CPC.

● **THE WHYNOT MARATHON**, the CFPDP's epic 11,000 km national torch relay in support of the Paralympics in 1996. Enlisting 8,000 torch bearers

and 150,000 runners in over 700 communities across the country, the WhyNot Marathon won widespread recognition for the achievements of Canadians with disabilities.

● **SUPPORT FOR CANADIAN ROTARY CLUBS**. An organization with a long history of involvement in the disability community, Canada's Rotarians have received over \$400,000 from the CFPDP for disability projects in towns and cities across the country.

● **THE TERRY FOX HALL OF FAME**. The CFPDP's flagship awareness project, the Hall of Fame is a permanent public tribute to the achievements of people with disabilities and the

many people who have served their cause. Located in downtown Toronto, it is chaired by the Honourable David Crombie and is open to the public 365 days a year.

● **THE ETERNAL FLAME OF HOPE**. Ignited in 1996 by Governor General Roméo LeBlanc, the flame still burns on the public square of Toronto's Metro Hall as a permanent symbol of the dreams and triumphs of the disability community.



● **THE GREAT VALENTINE GALA**. First staged in 1985, the CFPDP's cherished annual fundraiser has become one of the nation's best known and most enduring tributes to the

aspirations and achievements of people with disabilities.

● **STEP UP TO CHANGE**, Canadian Paralympian Jeff Adams' extraordinary wheelchair ascent of Toronto's CN Tower in 2002 to promote greater awareness of accessibility issues.

● **PUBLISHING**. The CFPDP has a long involvement in publishing, including, in the early years Gala Magazine and a two-year partnership with Disability Today; over 40 issues of WhyNot Magazine; and some 260 pages of special sections published in the Toronto Star and The Globe and Mail.

To learn more about the CFPDP and its many activities go to: www.cfpdp.com



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Thank You

The Canadian Foundation for Physically Disabled Persons together with the Rotary Club of Toronto – Don Valley and the Canadian Paralympic Committee, organizers of The Rolling Rampage, wish to acknowledge the participation of the organizations and corporations below.



PARTICIPATING ORGANIZATIONS

- abi Possibilities Inc.
- Achilles Canada
- Bellwoods Centres for Community Living
 - Bloorview Kid's Rehab
- Canadian National Institute for the Blind
 - Canadian Paralympic Committee
 - Easter Seals
 - Paralympics Ontario
- Ontario Wheelchair Sports Association
- Rotaract Club of Toronto-Don Valley
 - Rotary Cheshire Homes
 - Sunny View Public School
 - Variety Village