



FOR IMMEDIATE RELEASE

ON SNOW, ON ICE, ON TRACK

'Bound for Glory: Cutting-Edge Winter Sports Footwear' on display at the Bata Shoe Museum

TORONTO, ON, March 3, 2009 – The Bata Shoe Museum is pleased to announce the opening of its newest exhibition, *Bound for Glory: Cutting-Edge Winter Sports Footwear* on Wednesday, March 4, 2009. Focusing on the evolution of winter sports footwear since the Winter Games were first inaugurated in 1924, *Bound for Glory* celebrates important milestones in the history of winter sports.

Whether on ice, on snow or on track, frigid temperatures and challenging conditions continue to test the skills of winter sports athletes. Medals are won in split second finishes and dreams of glory can be helped or hindered by the specialized footwear these athletes wear and the technological advancements they represent.

Featuring approximately 50 artefacts, the exhibition is divided into three main spaces: on snow, on ice, and on track and showcases footwear worn by some of the world's greatest winter athletes. Says Senior Curator, Elizabeth Semmelhack, "From feather-weight bobsled shoes to the graceful skates of figure skaters, the footwear worn by these Olympians represents cutting-edge technological advancements in winter sports equipment and reveals how advancements in technology can help to bring home the gold."

Highlights from this exhibition include skates worn by Canadian figure skating champions Jamie Salé and David Pelletier when they won the gold medal in 2002, speed skates worn by gold medalist Gaetan Boucher and Duff Gibson's gold medal winning skeleton shoes. A very special artefact in the exhibition are the outrigger skis used by Canadian Paralympic athlete Matt Hallat whose run up to the Winter Games will be documented for visitors through his personal training blog.

"This exciting exhibition is a tribute to some of the great athletes of the past, present and future, including champions such as Wayne Gretzky, Alberto Tomba and Sonja Henie," says Emanuele Lepri, Director of the Bata Shoe Museum. He goes on to say, "We hope that visitors will be inspired by these athletes and embrace winter and winter sports."

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Upon entering the gallery, colourful displays, cheers from the crowds and a clock capturing split second time changes lets visitors imagine themselves competing for the gold. An interactive area whereby visitors can experience a variety of winter sports, including bobsleigh, luge, figure skating and curling, as well as a children's reading nook completes the experience.

Lenders to the exhibition include, The International Olympic Museum in Lausanne, Switzerland; The Swiss Sports Museum in Basel, Switzerland, Museo dello Scarpone e della Calzatura Sportiva in Montebelluna, Italy and adidas AG, Germany, along with numerous private lenders and donors, including Wayne Gretzky, Armin Zöggeler, Frances Dafoe, Jennifer Botterill, Rhoda Wurtele, Colin Bell and Shelley Rudman.

Bound for Glory: Cutting-Edge Winter Sports Footwear will be on view until March 21, 2010, which coincides with the completion of the Paralympic Winter Games.

About the Bata Shoe Museum

The Bata Shoe Museum is dedicated to uncovering the role of footwear in the social and cultural life of humanity. The Museum's growing international collection of over 13,000 objects touches on 4,500 years of history. A varied programme of events and exhibitions lets visitors discover the stories behind footwear from many lands and cultures. Current exhibitions include: *Beauty, Identity, Pride: Native North American Footwear*, *Chronicles of Riches: Treasures from the Bata Shoe Museum*, *All About Shoes: Footwear Through the Ages* and *Star Turns*, a celebrity exhibition. The Bata Shoe Museum is located in downtown Toronto at 327 Bloor Street West, at the southwest corner of Bloor and St. George Streets. Further information is available at www.batashoemuseum.ca.

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