

# **lululemon Partners with COC and CPC as Official Outfitter of Team Canada through 2028**

VANCOUVER (September 23, 2021) – The Canadian Olympic Committee (COC) and Canadian Paralympic Committee (CPC) today announced that athletic apparel brand lululemon is the new Official Outfitter of Team Canada. Beginning with the Olympic and Paralympic Winter Games in 2022, the multi-year partnership will span four Games ending after the Los Angeles 2028 Games.

“As a Canadian and lifelong fan of the Games, I could not be prouder for lululemon to partner with the Canadian Olympic Committee and Canadian Paralympic Committee,” said Calvin McDonald, CEO, lululemon. “Supporting these incredible athletes as they prepare to compete on the world’s largest sporting stage and achieve their goals is a privilege. Through this partnership, all of us at lululemon are honoured to play our part to inspire, unite and transform the world through sport and share in this excitement alongside all of Canada.”

As Official Outfitter, lululemon will design Team Canada’s apparel and accessories for the Games and provide every athlete, coach and Mission Team member with clothing for the Opening Ceremony, Podium (Medal Ceremony), Closing Ceremony, media opportunities, and Athletes’ Village wear.

“We’re thrilled to welcome lululemon to Team Canada,” said David Shoemaker, CEO and Secretary General, Canadian Olympic Committee. “lululemon is an iconic Canadian brand that always leads with athletes at its core—this partnership will be no different, giving Team Canada athletes a world-leading high-performance collection. It’s also a company that puts its values first. At the COC we believe we can transform Canada through the power of sport. Partners like lululemon, who live their values and make a positive difference, are what enable us to do that. Through this partnership we are writing a new and innovative chapter for Team Canada, and we can’t wait for the story to unfold over the next four Olympic and Paralympic Games.”

At the heart of the Team Canada collection is the Future Legacy Bag available today—a new special edition item for which 10% of the sales of each bag sold will support the

[Canadian Olympic Foundation](#) and [Paralympic Foundation of Canada](#). This give-back program will help make more Olympic and Paralympic dreams a reality while also marking the first time one item has benefited both foundations and is aligned with lululemon's core value of inclusion. Also on sale today is a selection of Team Canada apparel and accessories available online and in lululemon stores across Canada. The Team Canada athlete kit, along with additional designs available to consumers, will be revealed next month.

"This is an exciting partnership, and we are so delighted to be welcoming lululemon into the Olympic and Paralympic communities," said Karen O'Neill, CEO, Canadian Paralympic Committee. "Through the work being done to ensure accessible and inclusive clothing, this is a partnership that will provide high-quality and stylish gear for Team Canada and also seek to promote and support sport for people of all abilities. lululemon, like us, believes in the power of sport to create positive change and we look forward to working together throughout the partnership to do just that."

lululemon's partnership with the COC and CPC will also include the development of experiences and tools to help athletes maximize their potential both on and off the field of play. In addition to the Future Legacy Bag give-back program, a focus on yoga, mindfulness and recovery support is foundational to the partnership and lululemon's ongoing commitment to athletes of all abilities.

As a brand committed to designing technical and innovative product for and with athletes, lululemon has long been a champion of sport—helping athletes in Canada, and around the world, push their limits and perform and feel their best. In celebration of the partnership and the brand's new role, lululemon will increase its support of Team Canada through its roster of ambassadors who embody the brand and who have made an impact in their sport and their communities as they strive to achieve their goals. Ambassadors include: Brooke D'Hondt (Snowboard), Piper Gilles (Figure Skating), Liam Hickey (Para ice hockey), Justin Kripps (Bobsleigh), Brigitte Lacquette (Ice Hockey), Paul Poirier (Figure Skating), Dawn Richardson Wilson (Bobsleigh), Cassie Sharpe (Freestyle Skiing), John Tavares (Ice Hockey) and Frédérique "Fred" Turgeon (Para alpine skiing).

For more on lululemon's role as Official Outfitter of Team Canada, visit [lululemon.com](http://lululemon.com).

### **About lululemon athletica inc.**

lululemon athletica inc. (NASDAQ:LULU) is a healthy lifestyle inspired athletic apparel company for yoga, running, training, and most other sweaty pursuits, creating transformational products and experiences which enable people to live a life they love. Setting the bar in technical fabrics and functional designs, lululemon works with yogis and athletes in local communities for continuous research and product feedback. For more information, visit [www.lululemon.com](http://www.lululemon.com).

## **About the Canadian Olympic Committee (COC)**

The Canadian Olympic Committee leads the achievement of Team Canada's podium success and advances Olympic values across Canada. Independent and predominantly privately funded, the COC delivers the resources that Canada's elite athletes need to perform at their best and give their everything every day. By sharing our athletes' stories, we inspire all Canadians through the power of sport: 24 hours a day, 7 days a week, 365 days a year. For more information, visit [olympic.ca](https://olympic.ca).

## **About the Canadian Paralympic Committee (CPC)**

The Canadian Paralympic Committee is a non-profit, private organization with 27 member sports organizations dedicated to strengthening the Paralympic Movement. The Canadian Paralympic Committee's vision is to be the world's leading Paralympic nation. Its mission is to lead the development of a sustainable Paralympic sport system in Canada to enable athletes to reach the podium at the Paralympic Games. By supporting Canadian high performance athletes with a disability and promoting their success, the Canadian Paralympic Committee inspires all Canadians to get involved in sport. For more information, visit [paralympic.ca](https://paralympic.ca)

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Additional assets available online:

[Photos \(2\)](#)

<https://teamcanada-en.thecampaignroom.com/2021-09-23-lululemon-Partners-with-COC-and-CPC-as-Official-Outfitter-of-Team-Canada-through-2028>