

□ SHARE THE FLAME □

BE A PART OF THE OLYMPIC TORCH RELAY

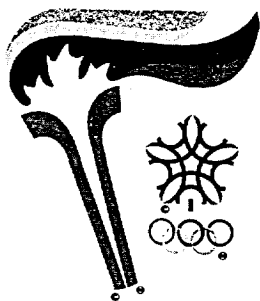
One of the first and most exciting events of the Games — the Olympic Torch Relay — is now taking shape. Every four years these games bring together men and women who demonstrate a desire that rests deep within each of us — the passion to excel. On February 13, 1988 the Olympic flame will burst forth in Calgary as the XV Olympic Winter Games commence. On November 17, 1987 the Olympic flame will leave St. John's, Newfoundland, beginning an 88-day odyssey that will see thousands of Canadians from all regions join in the Olympic Torch Relay. The Olympic flame will cover 18 000 kilometres throughout Canada until February 13, 1988, when it will arrive at its final destination, the XV Olympic Winter Games in Calgary, Alberta.

THE HISTORY OF THE OLYMPIC TORCH RELAY

The tradition of the modern Olympic torch goes back to the ancient Greeks. Athletes would compete in torch races to determine who would have the honor of igniting an altar fire in honor of a god. Today, transferring the flame from its source to the site of the Games symbolizes the purity of the Olympic Games — the original spirit it rekindles each time the Games are staged.

It wasn't until 1928, in the modern era of the Games, that the Olympic flame reappeared. In 1936, the traditional torch run was instituted for the Berlin Summer Olympic Games, and in 1952, Oslo, Norway initiated a cross-country ski relay within Norway, for the Olympic Winter Games.

For the 1988 Games, the Flame will be flown to St. John's, Newfoundland. Then it will travel 18 000 kilometres



throughout Canada to the host city of the XV Olympic Winter Games, Calgary, Alberta.

PLANNING THE ROUTE

Thousands of Canadians are actually going to be torchbearers in a relay carrying the torch in the middle of the winter through some of the coldest and most remote areas of Canada. That's what makes this the most challenging Olympic Torch Relay in history. One of the earliest challenges overcome was setting the route. It takes the Olympic torch through every province and territory, through every capital and major city in the country. It exposes the Olympic Torch Relay to as many Canadians as possible by following local paths through many communities rather than following more direct expressway routes.

THE TORCH

The prime concern in designing the Olympic torch was ensuring that the flame wouldn't go out. This was no small task considering that it will be carried in temperatures as cold as -40° degrees centigrade and face winds up to 60 kilometres per hour. A fuel was developed that meets these challenges. Its flame is highly visible and will burn for at least 45 minutes.

The torch is designed to resemble the Calgary Tower. The bowl is made of highly polished aluminum. The handle is maple wood which is easy to grip and stays much warmer than metal. The wood is laser-incised with pictograms of the ten Olympic winter sports. Approximately 250 torches will be produced, each weighing 1.5 kilograms and made of materials indigenous to Canada.

"Citius, altius, fortius", the official Olympic motto, is inscribed on the handle of each torch. Its meaning in English, "swifter, higher, stronger".

The Olympic Torch Relay is open to all individuals who are, as of January 1, 1987, Canadian citizens or permanent residents of Canada, and capable of carrying the 1.5 kilogram (3 pounds), 60 cm (2 feet) long torch over a one-kilometre distance (approximately the length of ten football fields). To participate you may inquire at any Petro-Canada service station no later than March 31, 1987 □

(Excerpted from Petro-Canada's brochure "Share the flame. Be a part of the Olympic Torch Relay".)

