



Whistler Cup announces O2E Brands as new title sponsor to renowned youth ski race

January 21, 2020

FOR IMMEDIATE RELEASE

Whistler Cup organizers are pleased to announce O2E Brands as new Title Sponsor of the renowned international youth ski race taking place in Whistler, BC, April 16 to 19, 2020.

"On behalf of the Whistler Cup Organizing Committee and the Whistler Mountain Ski Club we are extremely excited to announce our new Title Sponsor O2E Brands, said Jim McGovern, Chair of the Whistler Cup. "Their major financial contribution to the event will ensure the continued success of one of, if not the largest, youth ski races in the world. "This year, celebrating our 28th anniversary, we will welcome over 400 racers from around the world to compete for the coveted Whistler Cup on the famed Dave Murray National Training Center. This annual event is critical to the development of alpine ski racing in Canada, as every year young Canadian racers witness and race against the best in the world in their age groups."

"I was incredibly inspired by WMSC's philosophy of "Developing Champions in Life and Sport," said Brian Scudamore, Founder & CEO of 1-800-GOT-JUNK and O2E Brands. "As a parent volunteer at last year's Whistler Cup, I was in awe of the difference that this sport is making in the developing lives of young athletes from around the world. I wanted to be a part of that and so O2E Brands sponsorship (where we make the ordinary business of home services exceptional) was a no brainer."

The Whistler Cup was created by Max Meier, the parent of a young Whistler ski racer. He and the Whistler Mountain Ski Club Program Director at the time, Joze Sparovec, were inspired to bring an international juvenile ski race to Canada. With the help of the third founder, Jim Yeates, the inaugural Whistler Cup was held in 1993 and has grown in stature and influence. This year's race celebrates 28 years of successful international ski racing at Whistler Blackcomb.

The Whistler Cup has a long track record of showcasing future stars. Former participants include the USA's Lindsey Vonn and Mikaela Shiffrin, Slovenia's Tina Maze, and Austrian champions Anna Veith (Fenninger) and Marcel Hirscher. Many of Canada's biggest World Cup and Olympic alpine and ski-cross stars have also graced the event over the years, experiencing international competition for the first time on their journey toward success on the world stage.

ABOUT O2E Brands

Brian Scudamore is the serial entrepreneur behind O2E Brands, the umbrella company for 1-800-GOT-JUNK?, WOW 1 DAY PAINTING and Shack Shine.

O2E Brands was unveiled in 2014 to amalgamate Scudamore's three home-service brands. O2E stands for "ordinary to exceptional" because each service focuses on providing excellent customer service in traditional industries. Each brand offers uniformed employees, up-front pricing, and clean, shiny trucks.

For more information, please contact:

Whistler Mountain Ski Club on behalf of Whistler Cup

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