



Three Quebec Cyclists among Rio Olympics Medal Hopefuls Supported by Maple Products from Québec

Longueuil, November 8 – The Federation of Quebec Maple Syrup Producers (FPAQ) once again affirms its support for the development of cyclists, at all levels and in all disciplines, by launching its *On the Road to Rio with Maple Products from Quebec* program at the Brunch du Mérite cycliste québécois.

The three cyclists who will enjoy the support of this program – Karol-Ann Canuel, Rémi Pelletier-Roy and Raphaël Gagné – are among Québec's medal hopefuls at the Rio Olympic Games, to be held August 5 – 21, 2016.

“Now that the benefits of maple to athletic performance are well-known, we are extremely proud to partner with the excellence of the Quebec cycling program,” said Geneviève C. Béland, FPAQ's Director of Promotion, Innovation and Market Development. “We're delighted to travel side-by-side with Karol-Ann Canuel, Rémi Pelletier-Roy and Raphaël Gagné on their long journey to Rio and we wish them great performances, powered by maple!”

The *On the Road to Rio with Maple Products from Quebec* program will give the athletes the benefit of nutritional guidance from a member of the sports nutrition team at Vivaï, as well as maple products to incorporate into their diets.

Maple syrup is a 100% natural source of energy, providing simple carbohydrates that easily metabolize glucose and act as fuel during exercise. As it is not a processed food product, it contains vitamins and minerals, including manganese, riboflavin, zinc and potassium, that promote muscle recovery. It's ideal for restocking energy and nutrients before, during and after endurance training.

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About the Rio Hopefuls Powered by Maple Products from Quebec

Karol-Ann Canuel, Canadian time trial champion, also holds world titles in team time trial for 2014 and 2015. In 2016, she'll cycle for the Dutch Boels-Dolmans team.

Canadian cyclocross champion **Raphaël Gagné** just completed a dream season, during which he won gold at the Pan-American Games, the Canadian XCO title, and the overall title in the 2015 U.S. Cup series. Raphaël also enjoyed his best-ever season on the UCI World Cup circuit, regularly posting Canada's best results.

Rémi Pelletier-Roy is Canada's finest endurance track cyclist. In January 2015, he won the national Omnium championship at the new Milton Velodrome. In September 2014, he earned the bronze medal in the omnium at the Pan-American Championships. Also in 2014, he took home bronze from the scratch race at the Commonwealth Games in Glasgow.

About The Federation Of Quebec Maple Syrup Producers (FPAQ) and Maple Products from Quebec

The FPAQ was founded in 1966 with the mission of defending and promoting the economic, social and moral interests of some 7,300 maple businesses across Quebec. These men and women work together to establish quality standards as well as collectively market and promote their products. Quebec produces 90% of Canada's maple syrup and nearly 71% of maple syrup production worldwide. Together, the provinces of Ontario, New Brunswick and Nova Scotia contribute 10% to Canada's production.

The FPAQ proudly promotes the brand Maple Products from Quebec in addition to coordinating the promotion and value creation of Canadian maple products internationally on behalf of the Canadian maple industry. In this capacity, the FPAQ steers and coordinates the International Innovation Network on Maple Products from Canada.

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