

# Whistler Creekside – Paralympic Alpine Skiing

## The Subalpine Fir Podium

### Williams Lake

#### *West Fraser Timber Company*

The podiums of the Vancouver 2010 Olympic and Paralympic Winter Games  
18 wood types. 23 podiums. Hundreds of stories.

The Subalpine Fir podium is used at Whistler Creekside for Paralympic alpine skiing events. It is 758 centimetres long, 490 cm deep, 30 cm at its tallest point and assembled from 262 pieces.

#### **Williams Lake – Stampede Capital of British Columbia**

The Subalpine Fir was harvested in a place where loggers, ranchers, mountain bikers and fishermen meet at work and play. The geography varies from dense forests with post card lakes to open rangelands and winding canyons. Williams Lake is home to the British Columbia Cowboy Hall of Fame and the second largest Stampede rodeo in Canada.

#### **West Fraser Timber Company**

The Subalpine Fir was donated by the West Fraser Timber Company, a British Columbia success story. In 1955, three brothers, Sam, Pete, and Bill Ketcham started a small forest company. Today, it is the largest lumber manufacturer in the world, with more than 40 operations, 8,000 employees, annual sales in the billions of dollars, and customers around the world. In 1994, West Fraser played a key role in establishing the Kitlope Heritage

Conservancy Protected Area, covering the largest coastal temperate rainforest on Earth. West Fraser also created one of the largest community parks in British Columbia, in the company's hometown of Quesnel.

#### **Subalpine Fir**

Found through most of British Columbia's Interior, Subalpine Fir is used as framing material in residential, commercial and industrial construction as well as plywood, boxes, and pulp. The straight grained wood varies in shade from nearly white to pale reddish-brown. Subalpine Fir has one of the shortest life spans of British Columbia's native conifers — many fail to reach 140 years of age.



Hank Ketcham, West Fraser Timber Company chairman, president and CEO.

*"Partnering with the community of Williams Lake on a podium for the Vancouver 2010 Olympics is both exciting and a very real source of pride for our company and employees. This collaboration celebrates a great relationship that has been forged over the last 53 years."*



# The Subalpine Fir Podium

Williams Lake

*West Fraser Timber Company*



Rick Hansen, From 1985-1987 Rick Hansen raised awareness of the potential of people with disabilities by propelling his wheelchair for 40,000 km, through 34 countries on his legendary Man In Motion World Tour. Now CEO of the Rick Hansen Foundation, Rick is still on his journey to inspire, and has helped generate over \$200 million for quality of life projects, awareness programs and research.

*"The athletes of the Vancouver 2010 Olympic and Paralympic Winter Games will be an inspiration to us all, through their commitment to excellence. It is a great honour to participate with my home town, Williams Lake, in this Olympic podium project and while it represents the Olympic spirit it also reminds me of the great spirit of the people of the Cariboo."*



Mayor Kerry Cook, City of Williams Lake

*"Williams Lake offers community spirit, western hospitality, and year-round forest, river, and lake adventure. The podium represents all of those things as well as the entrepreneurial history of West Fraser and Williams Lake."*

## Podium Production

British Columbia's Ministry of Forests and Range sourced the wood and co-ordinated podium production. The rough lumber was converted to panels at Metro Vancouver's Bayview Millworks, a high-end wood product manufacturer and distributor, and cut into complex shapes using sophisticated computer controlled machinery at the University of British Columbia's state-of-the-art Centre for Advanced Wood Processing. They were assembled at Canadian hardware retail leader RONA's Vancouver 2010 Fabrication Shop, a community-based training centre that teaches carpentry skills to new Canadians and at-risk youth.

## British Columbia's Forest Sector

The wood podiums highlight the importance of forestry in British Columbia. The province is a global leader in sustainable forest management and the world's largest exporter of softwood lumber, paper and bio-energy products that help mitigate climate change and provide innovative solutions to green building and energy needs.

## Contacts

Jess Ketchum  
West Fraser Timber Company  
604 922-5204  
westfraser.com

Ministry of Forests and Range  
Province of British Columbia  
250 387-8482  
PABFOR.MediaRequests@gov.bc.ca

All 23 podium profiles, high definition video, and more information about British Columbia's forest sector are available at [www.gov.bc.ca/for](http://www.gov.bc.ca/for) and [www.naturallywood.com](http://www.naturallywood.com)

