

## CANON TO SUPPORT INTERNATIONAL ASSOCIATION OF ATHLETICS FEDERATIONS WORLD CHAMPIONSHIPS MOSCOW 2013

**MISSISSAUGA, ON, 29 July 2013** – Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, today announced that its parent Company, Canon Inc. is an Official Partner of the International Association of Athletics Federations (IAAF) World Championships Moscow 2013, which will take place from August 10-18, 2013. IAAF World Championships Moscow 2013 is a global competition that brings together more than 2,500 athletes from approximately 200 countries and regions.



IAAF World Championships Moscow 2013 - Sponsor Composite Logo



Canon Professional Service Centre

Canon will support the IAAF World Championships Moscow 2013 by providing its cutting-edge products, technology and service for the following initiatives:

### **On-site Canon Professional Service Centre**

At numerous sporting competitions both in Japan and overseas, Canon has provided behind-the-scenes support to members of the press covering these events, including technical support, advice and repair services as well as loans of the latest Canon EOS system camera and lens equipment. To further improve media support at the IAAF World Championships Moscow 2013, expert staff at the on-site Canon Professional Service centre will assist sports photographers from various countries and regions across the world.

### Canon Special IAAF World Championships Moscow 2013 website

Canon Inc. will incorporate within the Company's homepage a dedicated IAAF World Championships Moscow 2013 website, which will provide information related to the Canon Professional Service center. Additionally, the site will include a link to the Canon Photo of the Day, which will be featured on the IAAF and Local Organizing Committee official websites during the competition. Through this initiative, visitors will be able to enjoy breathtaking images of the athletes in action, captured by top sports photographers using Canon cameras and lenses.

In addition to the IAAF World Championships Moscow 2013, Canon will continue to contribute to the advancement of sports through the use of Canon products and technologies at the following IAAF World Athletic Series from 2013 to 2016 as an Official Partner.

### IAAF World Championships Moscow 2013: Related websites

Canon x IAAF World Championships Moscow 2013 website: [www.canon.com/moscow2013](http://www.canon.com/moscow2013)

IAAF official website: <http://www.iaaf.org>

Local Organizing Committee official website: <http://www.mos2013.ru/en/>

### IAAF World Athletics Series: Canon Sponsorship Overview

Year	Event	Dates	Location
2013	IAAF World Cross Country Championships	Mar. 24	Bydgoszcz, Poland
	IAAF World Youth Championships	Jul. 10–14	Donetsk, Ukraine
	IAAF World Championships	Aug. 10–18	Moscow, Russia
2014	IAAF World Indoor Championships	Mar. 7–9	Sopot, Poland
	IAAF World Half Marathon Championships	Mar. 29	Copenhagen, Denmark
	IAAF World Race Walking Cup	May 3–4	Taicang, P.R. of China
	IAAF World Junior Championships	Jul. 22–27	Eugene, OR, U.S.A.
	IAAF Continental Cup	Sep. 13–14	Marrakech, Morocco
2015	IAAF World Cross Country Championships	Mar.	Guiyang, P.R. of China
	IAAF World Youth Championships	Jul.	Cali, Colombia
	IAAF World Championships	Aug. 22–30	Beijing, P.R. of China
2016	IAAF World Indoor Championships	Mar.	TBD
	IAAF World Half Marathon Championships	Mar.	TBD
	IAAF World Race Walking Cup	May	TBD
	IAAF World Junior Championships	Jul.	TBD

**Note:** As an official IAAF Partner, Canon input devices, such as cameras, lenses and video cameras, and output devices, such as copiers, multifunction devices, printers, scanners, facsimile machines and projectors, have been designated as official products of the IAAF World Athletic Series.

### About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA celebrating its 40th anniversary, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in

Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

For more information, visit [www.canon.ca](http://www.canon.ca) or join us on Facebook at [www.facebook.com/CanonCanada](http://www.facebook.com/CanonCanada)

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†Based on weekly patent counts issued by United States Patent and Trademark Office.  
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