

## **Toronto Star launches new Olympics website dedicated to Beijing Summer Games.**

Thestar.com Olympics website ([www.thestar.com/olympics](http://www.thestar.com/olympics)) will provide live coverage from 2008 Beijing summer games, with a searchable database of Canadian Olympic athletes, an Olympics events schedule, standings and more.

**Toronto, ON, June 16, 2008** – Thestar.com ([www.thestar.com](http://www.thestar.com)) announced today that it has launched a 2008 Beijing Summer Games website ([www.thestar.com/olympics](http://www.thestar.com/olympics)) which features full editorial coverage of the 2008 Olympic games alongside photos, videos and a searchable database of all Canadian athletes. Eleven Toronto Star staff will be reporting from Beijing, including Olympic reporting veterans Randy Starkman, Doug Smith and Dave Feschuk as well as columnist Rosie Dimanno.

The site also includes live streaming results, an Olympics blog, the complete schedule of events, and medal standings. Users can comment on anything they read and export thestar.com Olympic coverage to their own webpages using thestar.com Olympic photo and story widgets or RSS feeds.

“Our Beijing Olympic website provides a truly multimedia experience, with live editorial coverage from some of Canada’s best sports and news reporters, along with photos, videos, blogs, widgets and up-to-the minute standings,” says Neil Sanderson, Assistant Managing Editor, Digital, Toronto Star. “Users can engage in discussion by commenting on articles and blogs and search for specific Canadian athletes in our comprehensive athlete database.”

The site will also feature coverage of qualifying events preceding the Olympic games, as well as general interest stories about life in China.

Thestar.com is owned and operated by Star Media Group and is built on the TOPS 2.0 platform.

### **About Star Media Group and thestar.com**

Star Media Group is broadly based with interests in print, digital and broadcast media, led by its flagship property, the Toronto Star, Canada’s largest newspaper, which is read in print and online ([www.thestar.com](http://www.thestar.com)) by 2.9 million readers every week. In addition, Star Media Group includes [toronto.com](http://toronto.com), Torstar Syndication Services, Shop TV, [Eye Weekly](#), Sway Magazine, Real Estate News, [Desi Life](#) and [The Canadian Immigrant](#). Star Media Group also includes the jointly owned Metro free daily newspapers in Toronto, Ottawa, Vancouver, Calgary, Edmonton and Halifax, and the Chinese language newspaper Sing Tao. Star Media Group is a division of Toronto Star Newspapers Limited, which is a subsidiary of [Torstar Corporation](#).

For more information, please contact:  
Lara Skripitsky, Director of Marketing, Torstar Digital  
416.596.4512  
<mailto:lskripitsky@torstardigital.com>

