



## Ross Rebagliati

Olympic Gold Medal Winner and Founder of Legacy Cannabis Lifestyle Brands

## **BIOGRAPHY**

Ross Rebagliati was born in Vancouver, British Columbia. After turning pro in 1991, he was the first ever to win an Olympic gold medal for Men's Snowboarding at the 1998 Winter Olympics. After winning the gold, he was found to have Tetrahydrocannabinol (THC) in his circulatory system following a blood test and he was automatically disqualified. This decision was eventually overturned, largely on the basis that cannabis was not on the list of banned substances, and he was given back the medal. The next day he appeared on the Tonight Show with Jay Leno and became an instant icon to many globally. Since that day, Ross has become a cultural phenomenon and is an outspoken advocate of the benefits of cannabis.

THC has since been listed by the World Anti-Doping Agency (WADA) as a banned substance. In 2013 however, WADA amended its rules on cannabis, raising the threshold for a positive test from 15 nanograms per milliliter to 150 ng/ml. In 2018 WADA removed CBD, an anti-inflammatory compound derived from cannabis, from its prohibited substances list.

Ross has been able to take his love of the great sport to reach out to the youth in the community. As a member of the Make-a-Wish Foundation, Ross helped grant wishes of children as far away as Florida. Ross has worked with other charities including the Whistler Rotary Club, BC Sports Hall of Fame, Big Brothers of Greater Vancouver, Kids Help Phone and The Whistler Blackcomb Foundation.

## **MEDICAL CANNABIS AS A PERFORMANCE-ENHANCING DRUG**

Ross is a firm believer that cannabis is a performance enhancer, and that usage can be helpful for some activities such as extreme sports, as it improves muscle relaxation, reduces anxiety, and reduces fear memories (e.g., negative experiences) leading to enhanced performance. It also improves sleep time and recovery, which may favour performance when an athlete is facing multiple competitions in a short period of time.

There is widespread agreement that cannabis can put users in a relaxed and positive frame of mind (although some can experience feelings of anxiety and paranoia), and for that reason, it can be considered a performance-enhancing drug, providing an athlete serenity and confidence he or she might not otherwise have had.

Ross believes that Cannabis has many benefits of which CBD (Cannabidiol) is one of the biggest. CBD has very powerful anti-inflammatory properties.

Reducing inflammation helps to better manage the aches and pains an athlete's body chronically endures. It also has a calming effect reducing stress and anxiety which are two more realities of being an athlete.

## LEGACY BRANDS BY ROSS REBAGLIATI

In January 2013, Rebagliati launched medical cannabis brand which has morphed into Legacy Brands by Ross Rebagliati. Legacy is "A Growing Lifestyle©" that promotes healthy living and finding that athlete in us all



through everyday family-friendly products. Focussing on CBD products, Ross states that "Canadians are opening up more and more to cannabis, and many older people are really understanding as to the benefits of CBD; which is used to treat medical conditions like epilepsy. It is gaining favour among athletes and the public alike. Unlike other extracts, CBD is not psychoactive and is used for sleep regulation, inflammation, and anxiety. "We are excited. We feel the rest of the country will adopt a healthy use of cannabis in the coming years."

## PERSONAL LIFE

Ross is the father of three children and resides in Kelowna, British Columbia with his wife. You can find him on the slopes in the winter and on the water in the summer.

Personal Website <http://rossrebagliati.com/>

Business Website <http://legacybrands.ca/>

Instagram <https://www.instagram.com/rossrebagliati98>

Facebook <https://www.facebook.com/RossRebagliati/>