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boy! O! boy!

**MARK BADGLEY AND
JAMES MISCHKA** OPT FOR THEIR
FASHION RUNWAY AND RED
CARPET APPEAL WITH EYEWEAR
FULFILLING THAT FLOURISH

COMPETITORS OF CYCLING AND STYLE



When Canadian broadcaster Jeff Douglas shared his love for Canada-based

Evatik eyewear on his personal Facebook page, **WestGroupe** took notice. The company reached out to Douglas, whose passions lie not only in optical fashion, but also in competitive bicycle racing. "Knowing that I am indeed Canadian and really desirous of supporting Canadian businesses competing on the world's stage, a good friend of mine introduced me to the Evatik brand," says Douglas. It was power-pedal all the way when Evatik joined together with Douglas and his fellow cyclists Geoff Morgan, John Privart and Marc Mazer to form team Evatik. "We are proud to support Jeff and his steadfast team of cyclists," says Michael Suliteanu, president of WestGroupe. Between the four men, Team Evatik has experience competing in races in Canada and around the world.

Team Evatik spent July and August competing in a North American bike racing tour that ended on Sept. 14, under the guidance of coach Andrew Randall from AR Coaching. Randall, a professional cyclist for 12 years, was the Canadian national champion in 2002 and has won international races. "The Team Evatik project celebrates Canadian ingenuity in business through the milieu of amateur bicycle racing. We are truly humbled by their enthusiasm to work with us," says Douglas. "It's a partnership that pays tribute to true sportsmanship and the principle of teamwork. We look forward to supporting the team as they race to the finish lines," adds Suliteanu.

—Diana Stanczak

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