

# Meredith Eades

## Professional Athlete

After graduating from CVR, I attended Marianopolis College and then completed a B.Com. (Marketing) at the University of British Columbia. This B.C. experience not only kept me close to the mountains but offered an academic exchange at the University of New South Wales, in Sydney Australia. While there, I started to explore a future in ski competition and to



Photo Credit: Cam McLeod

to pursue the idea seriously. Over time, my focus evolved from a freeride ski background (jumps and tricks off man-made features in a park setting) to a freeskiing background (jumping off and skiing down natural features in the mountains). This progression enabled me to successfully compete on the Freeskiing World Tour and Freeride World Qualifying Tour. These tours created incredible opportunities to travel, ski and compete in the USA, Canada, Japan, and South America experiencing numerous adventures along the way. Read my [blog](#) for more details.

Navigating the world of sponsorship is key to funding competitive ski tours and as a graduate in marketing, I was able to use my knowledge to attract sponsors. Additionally, unique opportunities to work with talented sports photographers such as [Reuben Krabbe](#), [Guy Fattal](#), [Abby Cooper](#) and [Cam McLeod](#) resulted in photos of me being published in the very ski [magazines](#) that I read while at CVR.

All my experiences have taught me that life can be hard and setbacks do happen. In competitive sports, injuries have been my biggest setback. Understanding how to negotiate them has been challenging emotionally, physically, financially and logistically. That said, despite those unplanned setbacks, the pay-off of pursuing my passions and following my dreams, no matter how hard, have been invaluable. As such, I encourage living without regrets, ignore the “what could have been”, find what fuels you and to go for it, even if it is hard.

“If it were easy everyone would do it.” League of Their Own