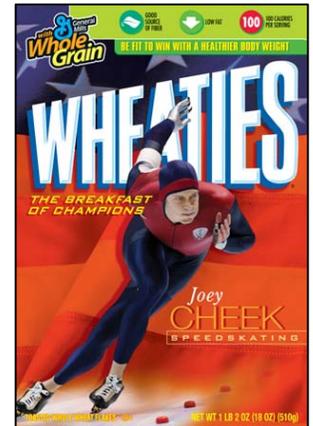


Who is Joey Cheek?

Olympics: Born and raised in Greensboro, NC, Joey moved to Canada at 16 years old to pursue a most unusual goal for a small-town southern boy, that of winter Olympic champion. Ten years later it was mission accomplished, as Cheek won Olympic gold, silver and bronze medals and became World Champion in speedskating. Cheek's gold-medal-winning margin of victory at the 2006 Olympic Games was the largest in history. He dominated the competition. It was then, at the very peak of his athletic career, with many years of athletic greatness still in front of him, he quit.

"I never wanted to define myself solely as an athlete. I'm extremely proud of what I accomplished on the ice, but there's a lot more I want to accomplish in my life in terms of higher education, business and perhaps foremost, helping others who didn't have the same opportunities I did." – Joey Cheek



Charity: Cheek wasted no time vigorously pursuing his other life goals, putting both his money, and his actions, where his mouth is. At the 2006 Olympics Cheek donated \$40,000 of his own money to help African refugees in The Sudan and Chad, and he challenged individuals and corporations to give. He went on to raise over 1 million dollars in charitable aid and founded the organization Team Darfur, whose mission remains to end the humanitarian crisis in Darfur. Cheek's efforts were recognized by President Bill Clinton at the 2006 Clinton Global Initiative at the U.N.



Education: Honoring his goals in higher education, Cheek then began undergraduate studies at Princeton University. He has since graduated with a dual degree in Economics and Chinese.

Business: Since graduating from Princeton, Cheek has gone on to found the new media company Dailyhouse.com which serves the collective fan bases of action, lifestyle, Olympic and Paralympic sports.



What Joey Cheek Speaks About:

Coming off of his gold medal winning performance at the Olympics, Joey used his numerous public speaking appearances to hone himself into one of the strongest professional speakers across the entire sports world, sharing his inspirational and motivational tales of goal setting, overcoming setbacks and achieving Olympic gold. Unwilling to be restricted to sports and motivational speaking, he expanded his topics to include philanthropy and charitable giving. Now, as the founder and operator of his second business venture, Cheek shares how the same principles he used to achieve athletic greatness are serving he and his colleagues in sales and new business development, staff and time management, maximizing business relationships and utilizing new media as a business growth tool.