

Poster

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Color poster for the 1976 Olympic Games in Montreal. It features a photograph of a shooter and mentions of the event.

Accession Number 2012.34.27

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm

Historical context

The Montreal Olympic Games were held from July 17 to August 1, 1976. Although overshadowed by a number of political, economic and social controversies, these two weeks of sport were a success on many levels for the city of Montreal. Rich in sporting feats and anecdotes, several events helped to anchor the Games in the collective memory.

This edition marks a turning point for shooting, the Olympic discipline illustrated on this official poster. Canadian Susan Natrass became the first woman to compete in the Olympic pit event. Although shooting was traditionally dominated by men, Natrass distinguished herself in this discipline for over 40 years, even taking part in the men's world championship events, finishing 3rd in 1986. Six times women's world champion, she shines for her self-sacrifice, her discipline and her very limited financial support in Canada.

A true champion, she campaigned for many years with the IOC and ISSF (International Shooting Sport Federation) for the creation of Olympic shooting events for women. This was finally achieved at the Sydney Olympic Games in 2000. Over the course of her career, Susan Natrass won numerous honours, including induction into Canada's Sports Hall of Fame and Canada's Olympic Hall of Fame.

The photograph on this poster, taken at the 1972 Munich Games, was chosen to convey the immediacy and spectacularity of sport.