



Canada Comes to Town...
August 24-28, 2010





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PROMOTING HEALTHY, ACTIVE LIFESTYLES THROUGH SPORT & RECREATION FOR THE 55+ DEMOGRAPHIC

Mission

The mission is to bring seniors together from across Canada in a spirit of competition, cooperation and goodwill while promoting Brockville and the 1000 Islands as the place to visit in the summer of 2010 when...

Canada Comes to Town!



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The Event

Our nations largest multi-day mind-body-spirit celebration bringing 2000 participants 55 and older together for 24 events, all in one of Canada's most picturesque natural playgrounds... the world famous

1000 Islands

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Games Vision

Through innovation, goodwill and superior organization the Games will showcase the 1000 Island region to our nation, inspiring active lifestyles for seniors and leave a lasting legacy in our community.

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The Canada Seniors Games Association (CSGA) is the overseeing body for the Canada 55+ Games. The Games are open to adults 55 and above as of December 31 of the year in which the Games are held.

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History of the Games

- 1996 - Regina, Saskatchewan Games attracted about 350 participants.
- 1998 - 750 attended the Games in Medicine Hat. Alberta.
- 2002 - Summerside, PEI attracted about 600.
- 2004 - Whitehorse, Yukon attracted almost 1,000 participants and at least 300 non-participants.
- 2006 - Portage la Prairie, Manitoba attracted 1125 athletes and another 274 non-participants.
- 2008 - Hosted by Dieppe, New Brunswick the Games attracted over 1,600 participants and guests.



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The Participants

The projected 2,000 participants who compete in the Canada Games in one of 24 different events, represent nearly 200,000 Canadians 55 years of age and older who actively participate in local events within their province leading up to the national games.





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Games Schedule at a Glance

- | | |
|--------------|--|
| August 15 | Torch Run Grand Opening |
| August 22 | Corporate Golf Tournament @ Brockville Country Club |
| August 23-24 | Onsite Registration at Games Hub (Marquee tent with 2000+ capacity) <ul style="list-style-type: none">- Participant registration and accreditation- Volunteer sign in/accreditation- Visitors bureau and Games information centre- Games media and communications centre- Participant Health Screening- Main transportation depot and vendors/sponsors/market |
| August 25 | Official opening ceremonies @ Games Hub <ul style="list-style-type: none">- Welcoming meal- Arrival of Torch and lighting of cauldron- Induction of "Legends of Canadian Sport" hall of fame- Keynote from honorary chairperson (TBD)- Top flight entertainment (TBD) |



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Games Schedule at a Glance...

- | | |
|--------------|---|
| August 25-28 | Competitions – medals awarded at venues after each final |
| August 25-27 | Entertainment on main stage @ Games Hub <ul style="list-style-type: none">- Top flight entertainment (TBD)- Boat Cruises, dances, etc. |
| August 26 | Active Senior Celebration at Brown's Bay Provincial Park |
| August 28 | Official Closing Ceremonies <ul style="list-style-type: none">- Exit banquet/dance- Announcement of 2012 host- Top flight entertainment (TBD) |



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A torch run beginning at the Niagara portion of the Lake Ontario Waterfront Trail will include seniors in various modes of physical activity as torch bearers covering nearly 600km.

Special Events

- A one-day celebration of seniors active living at Brown's Bay, August 26th, 2010
- Major entertainment bookings for opening and closing ceremonies and throughout week of Games
- Athletes parade August 25th





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Many participants stay a minimum of one week and treat their stay as a vacation. The Games hold an estimated economic impact of nearly \$3.5 million for the region, a powerful economic generator through sport tourism.

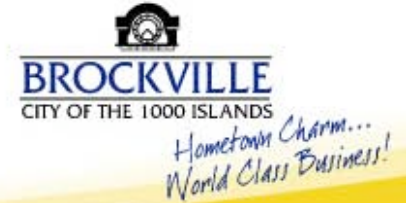
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Community Involvement Opportunities

- Become an official Games Sponsor – mix of local/national
- Become a Games service provider – RFP's
- Advertise in the Brockville Tourism Visitor Guide
- Advertise in the official Games program
- Offer discounts and or gifts to participants
- Become a vendor at Games Hub
- Get involved in extended stay packaging
- Be a volunteer – 500 community ambassadors required





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Thank
You

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Laurence Bishop: Executive Director

Sue MacLaurin: Special Events Director

Mitchell Grange: Special Events Coordinator