



MEDIA RELEASE

2015 Canada Winter Games

February 10, 2012
For Immediate Release

“Three Years Until Games Time!”

Prince George, BC- In exactly three short years, Prince George and Northern British Columbia will play host to 3600 athletes, coaches and officials, up to 6000 volunteers, hundreds of media and medical professionals, and thousands of visitors. To help celebrate this milestone, the 2015 Canada Winter Games will be launching three initiatives over three days to honour the “Three Years Out” mark.

Today, accompanied by the Canada Games Council, local athletes, and community members, three trees were planted at the corner of Hwy 97 and Hwy 16 (City population sign) to showcase the commitment to reducing the carbon footprint of the 2015 Canada Winter Games, and to recognize the Government of Canada, Province of British Columbia, and City of Prince George as official funding partners of the Games.

Tomorrow, the 2015 Canada Winter Games interim bilingual website will be launched and will include information on sports, venues, sponsorship, volunteering, recent news, upcoming events, and much more. The website will be available for public viewing on February 11, 2012 at www.canadagames2015.ca. This website will change and expand over time but the current version allows the public to now access 2015 Games related information immediately.

On Sunday, Team 2015 will be participating in the 25th Annual Iceman competition in Prince George. This event brings together over 500 local and regional athletes for Prince George’s premier community driven multi-sporting event that includes cross-country skiing, running, skating, and swimming. Stuart Ballantyne, CEO for the 2015 Canada Winter Games, will officially start the competition and will later address all participants during the post event banquet.

“We are proud to use this historic weekend to honour many partners that will play such an integral role in the success of the 2015 Games”, said Stuart Ballantyne, 2015 Canada Winter Games CEO. “Additionally, with the launch of our new interim website, we will be able to fully connect and engage with everyone from athletes, volunteers, sponsors, fans, stakeholders, and community supporters.”

The 2015 Canada Winter Games will be the largest multi-sporting and cultural event to ever be held in Prince George and Northern British Columbia and is forecasted to generate an economic impact of \$70-\$90 million while building champions and inspiring dreams amongst Canadian youth.

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