



MEDIA RELEASE

2015 Canada Winter Games

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For Immediate Release

“More Local Talent Join 2015 Staff”

Prince George, BC- Two additional Prince George, British Columbia residents have been added to the senior management team of the 2015 Canada Winter Games.

Phil Beaulieu, a veteran special event manager and producer, has been appointed as the Director of Sport and Venues for the Games. Beaulieu brings a wealth of venue and event management experience as a result of his involvement in such projects as the Scott Tournament of Hearts, Labatt Brier, 1999 Pan Am Games, RBC Royal Bank Cup, Winnipeg Jets, and Manitoba Moose.

Beaulieu, the former General Manager of the CN Centre in Prince George and Assistant General Manager of the Keystone Centre in Winnipeg, also served as the site and venue manager for major touring events including U2, The Rolling Stones, Pink Floyd, and Paul McCartney.

Phil Beaulieu will be leaving his current post as the Publisher for the Prince George Free Press to begin his new duties with the 2015 Canada Winter Games in early January 2012.

Lisa Shaw-MacLaren will join the 2015 Canada Winter Games as the Manager of Sport and Venue Preparation. Lisa has an extensive background in event logistics and recreational programs and has worked with various local, regional, provincial, and national sporting groups over her 23 year career with the City of Prince George.

Additionally, Shaw-MacLaren brings a wide knowledge of the sport facilities requirements and relationships with local sport groups. Lisa was instrumental in the 2015 Canada Winter Games Bid, sat on the 2015 Canada Winter Games Bid Secretariat Committee and participated in the Canada Games Transfer of Knowledge Program.

“We are pleased to add two more talented local individuals to our management team,” said Stuart Ballantyne, CEO of the 2015 Canada Winter Games. “The sport and venues component is extremely critical to the success of any Canada Games. As a result of these recent staffing additions, we are confident that we can reach the high standards of excellence that are beginning to be put in place.”

From February 12-March 1, 2015, 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. This event 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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