

Recent News From Halifax 2011

MAY 2010

Canada Games Receives Four-Star Sponsorship from Atlantica

The Halifax 2011 Canada Games welcomed Atlantica Hotel Halifax as an official sponsor on May 27.

In addition to hosting a number of pre-Games meetings and events, the hotel will serve as the media centre and provide accommodations for some 2011 partners during the Games.

Atlantica will be the presenting sponsor for the ticketing program. Tickets for all events and ceremonies will go on sale this fall.

The announcement was made at Atlantica's 1st anniversary open house.

- [Flip through photos of the Atlantica sponsorship announcement](#)

Games Torch Lights Up Parliament Hill, Ignites the Spirit in Nova Scotia Communities

On May 3rd the 2011 Games Torch Program was official ignited during a lighting ceremony on Parliament Hill in Ottawa. The 2011 torch was lit from the flame of the Canada Games Roly McLenahan torch which had been lit from the centennial flame monument. The event included a morning of Canada Games sport activities for local school children and performances by Jimmy Rankin and members of The Sacred Heart Concert Choir.

The torch returned to Nova Scotia soil one week later, stopping first in the communities of Lunenburg, Yarmouth, Amherst, and Cheticamp where community kick-off celebrations were held in its honour. Torch relays were then held at events in New Minas, Halifax, Trenton, Kentville and Sydney. This is only the beginning as the torch will continue to travel to communities around the province until it is brought back to Halifax one last time for the opening ceremonies in February 2011.

Building on the Canada Games tradition, the 2011 Games torch program celebrates the unique culture of Nova Scotia in the communities that help shape and define it, generating awareness and excitement in each region leading up to the Games.

- [Follow the torch to our next events and see pictures from the different stops that it has made.](#)
- [See the 2011 Torch be ignited for the first time at the Torch Lighting Ceremony on Parliament Hill.](#)
- [We took four memorable days of torch community kick-off celebrations across Nova Scotia and packed it into 1 wicked video](#)
- [Ignite the Spirit! If you're a Nova Scotian between the ages of 12-21, you can apply to be an official 2011 Games torchbearer.](#)

APRIL 2010

Canada Games Scores Bell Aliant Sponsorship

On April 21, the Halifax 2011 Canada Games welcomed Bell Aliant as a major sponsor and official communications supplier.

Bell Aliant is providing the Halifax 2011 Canada Games Host Society with a range of in-kind products and services fulfilling various Games needs. This communications infrastructure will help deliver the largest multi-sport event in Nova Scotia history.

The announcement was made at the Halifax Forum where François-Louis Tremblay, one of Canada's most decorated winter Olympic male athletes, led local Canada Games hopefuls in an on-ice skill-building session. Mr. Tremblay is the 2010 Olympic short track speed skating gold and bronze medalist, and was a gold medalist at the 1999 Canada Games.

- [Flip through photos of the Bell Aliant Sponsorship announcement.](#)

Games thanks Current Volunteers, Welcomes New Ones

Almost 33,000 volunteer hours given, 164,400 hours to go.

From April 18 to 24, the Halifax 2011 Canada Games celebrated National Volunteer Week by thanking their planning volunteers, welcoming new recruits, and making it easier for more Nova Scotians to get in the Games.

Five-hundred and fifty planning volunteers are preparing sport facilities, and Halifax as a whole, to host the 2,700 athletes over 18 days in February 2011. In recognition, 10 lucky planning volunteers won tickets to the Barenaked Ladies concert at the Halifax Metro Centre on April 24, as guest of 2011 Games volunteer program sponsor Atlantic Lottery.

Nearly half of the 5,000 volunteers needed for Games-time roles have been recruited since the launch of the Games volunteer recruitment campaign and online registration system less than 10 weeks ago.

In addition, two volunteer toolkits were launched to make it easier for people to get in the Games. Both are available at canadagames2011.ca/volunteer.

Looking Ahead...

- Tickets for the Games will go on sale in Fall 2010. Stay tuned to our [ticket page](#) for the latest information.
- The 2011 Canada Games is looking for artists from various genres to [perform](#) during the Games in February 2011. Help us host the nation!