



50 years of the Canada Games celebrated by local sport legend

WINNIPEG (February 17, 2017) The 2017 Canada Summer Games Host Society and Co-Hosts are celebrating 50 years of the Canada Games, a bi-annual sporting and cultural event that has united Canadians and left a legacy of sport facilities, community pride and exceptional athletes.

“Competing against the best of the best from across Canada in Quebec City was a tremendous experience as an amateur athlete,” said two-time Olympian Doreen Botterill who in 1967, skating for Manitoba, won four gold medals in the women’s 500m, 1000m, 1500m and 3000m speed skating events at the inaugural Canada Winter Games. “The friendships and memories I made as we pushed each other to new heights and readied ourselves for the rigours of international competition will last a lifetime.”

“6,000 highly engaged community volunteers will leave a legacy of enhanced capacity to host future sport and special events as well as create a new generation of leaders,” remarked Jeff Hnatiuk, President and CEO, 2017 Canada Summer Games Host Society. “We are equally proud of the new or improved sport facilities that will leave an indelible mark on Winnipeg and the surrounding area long after the athletes, coaches, technical officials and visitors return home.”

The most significant capital legacy project is the Canada Games Sport for Life Centre. The 124,000 sq. ft. Qualico Training Centre features three fully convertible court spaces, strength and conditioning areas, aerobic training space, plyometric training and testing, and an indoor training track. The building will host basketball and indoor volleyball events during the Games.

The University of Manitoba Stadium is hosting the athletic events for the 2017 Games. The Games will serve as a catalyst for major upgrades both on and off the field of play, including resurfacing the track, upgrades to the field disciplines competition areas, and a variety of other modernizations to deliver an exceptional athlete experience for years to come.

“Our government is proud to invest in the Canada Games Sport for Life Centre and the University of Manitoba Stadium infrastructure projects. These will help the community and our outstanding athletes prepare for the 2017 Canada Summer Games in Winnipeg,” said the Honourable Carla Qualtrough, Minister of Sport and Persons with Disabilities. “For 50 years, the Canada Games have left legacies of sport excellence, community development and social inclusion that continue to be felt for many years after the Games have ended.”



The new Bison Butte Mountain Bike Course at FortWhyte Alive is a major legacy project and will be the first of its kind in a city of Winnipeg's size. The course is a series of interlocking trails including berms, a pump track, rock gardens and a table top.

The Sargent Park Beach Volleyball Centre was built inside the Susan Auch Oval, an outdoor $\frac{1}{4}$ mile speed skating venue. This facility will become a beach volleyball centre, with 10 permanent courts for Winnipeg and provide greater training opportunities for Manitoba athletes for years to come.

"We are beyond excited to welcome the summer edition of the Canada Games to Winnipeg for the very first time and back to Manitoba for the second time since 1967," said Rochelle Squires, Manitoba Minister of Sport, Culture and Heritage. "As one of the funding partners, the Government of Manitoba is thrilled to host athletes and spectators from across our country to celebrate the spirit of sport and mark two huge milestones: the 50th anniversary of the games and Canada's 150th."

"Winnipeg is thrilled and honoured to host the Canada Games this summer during Canada's 150th birthday celebration," said Mayor Brian Bowman. "The 2017 Canada Games will be an important part of Winnipeg's athletic legacy for many years to come, and we can't wait to welcome athletes, coaches, and visitors from all over the country, and show them why Winnipeg is increasingly becoming a top tourist destination."

The Canada Games Council, 2017 Canada Summer Games Host Society and Co-Hosts are pleased to announce a new national partner, Dairy Farmers of Canada, who will be a signature sponsor of the 2017 Games and the presenting sponsor of athletics.

"We are very excited to be part of the 2017 Canada Summer Games as we welcome young athletes, coaches, volunteers and visitors to Winnipeg. On behalf of our dairy farmers here in Manitoba, we are looking forward to showing Canadians what our province has to offer," said David Wiens, Chair of the Board of Dairy Farmers of Manitoba and member of DFC's Board of Directors. "Dairy farmers across Manitoba and all of Canada care about the health and well-being of Canadians and this is one of the reasons why they love producing safe, nutritious, Canadian quality milk. We are proud to work with Dairy Farmers of Canada as they partner with the Canada Games to promote the benefits of an active lifestyle for Canadian youth."

Jeff Hnatiuk, President and CEO of the 2017 Canada Summer Games Host Society also announced new official supporters of the 2017 Canada Summer Games, including National Leasing, the presenting sponsor of the Closing Ceremonies pre-reception.



MLT Aikins LLP is the official law firm of the 2017 Games and the presenting sponsor of the Canada Games exhibit at the Manitoba Sports Hall of Fame.

The 2017 Games are also pleased to welcome Maxim Truck & Trailer as well as Silver Jeans Co.

- 30 -

About the 2017 Canada Summer Games:

Winnipeg, Manitoba will host the Canada Summer Games July 28 – August 13, 2017. Featuring 16 sports, over 250 events and a major cultural festival, the 2017 Canada Games will welcome over 4,000 athletes and coaches and more than 20,000 visitors. Celebrating the Games' 50th anniversary and Canada's 150th birthday, the Canada Games are this country's largest multisport event for young athletes. They will leave a lasting legacy of new and enhanced sport facilities, volunteer and leadership development that will benefit athletes and the broader community for years to come. This event has been made possible in part by the Government of Canada, Province of Manitoba and City of Winnipeg. canadagames.ca/2017

About the Co-Hosts:

The 2017 Canada Summer Games Host Society acknowledges and welcomes our official Co-Hosts, the First Nation communities of Treaty No.1, Treaty No.3, and the Manitoba Metis Federation (MMF) whose traditional lands and waters the 2017 Games will be held upon. As we celebrate the 50th Anniversary of the Canada Games and the 150th anniversary of Confederation, the Host Society also recognizes the thousands of years the First Nations communities have called this territory home and the hundreds of years it has been the home of the Metis peoples. The Host Society and Co-Hosts respectively thank Turtle Lodge and the many Elders and Grandmothers that have provided the Games with cultural guidance and teachings that will make the 2017 Canada Summer Games one of the most inclusive in its 50 year history.

About the Canada Games:

Held once every two years, alternating between winter and summer, the Canada Games represent the highest level of national competition for up and coming Canadian athletes. The Games have been hosted in every province at least once since their inception in Quebec City during Canada's Centennial in 1967. The Games are proud of their contribution to Canada's sport development system in addition to their lasting legacy of sport facilities, community pride and national unity. The organization of the Canada Games is made possible thanks to the contribution and support of the Government of Canada, provincial/territorial governments, host municipalities and the Canada Games Council. canadagames.ca

About Dairy Farmers of Canada:

Founded in 1934, Dairy Farmers of Canada (DFC) is the national organization defending the interests of Canadian dairy farmers and striving to create favourable conditions for the Canadian dairy industry. Working within supply management, DFC promotes safe, high quality, sustainable, and nutritious Canadian dairy products made from 100% Canadian milk through various marketing, nutrition, policy, and lobbying initiatives. Driven by a strong sense of community and pride, DFC and Canadian dairy farmers actively support a number



of local and national initiatives. dairyfarmers.ca

About Maxim Truck & Trailer

Maxim Truck & Trailer is a privately owned network of dealership headquartered in Winnipeg, MB. The company has 17 branch offices and over 600 employees in 11 cities across Canada. Maxim's capabilities include the sale, rental, leasing, and complete after-sales service of new and used heavy duty trucks and trailers. Maxim is the largest full service dealer with a national presence in Canada. www.maximinc.com

About MLT Aikins

MLT Aikins LLP is a full-service law firm of more than 240 lawyers with a deep commitment to Western Canada and an understanding of this market's unique legal, political and business landscapes. Based out of six key centres across the four western provinces, MLT Aikins is the only law firm to have offices in Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Vancouver. As one of the 30 Largest Law Firms in Canada (Lexpert, American Lawyer Media), we have the bench strength and geographic scope to meet the increasingly complex needs of clients – from the personal concerns of individuals to the highly sophisticated and comprehensive requirements of major business enterprises. MLT Aikins is the result of the merger of two widely respected and distinguished law firms, MacPherson Leslie & Tyerman LLP (MLT) and Aikins, MacAulay & Thorvaldson LLP (Aikins). www.mltaikins.com

About National Leasing

National Leasing, Canada's equipment financing experts, helps over 57,000 Canadian businesses secure the equipment they need to help their business grow. We offer financing services to equipment dealers across a broad range of sectors including commercial, agriculture, construction, transportation, forestry, health care, golf and turf. We support our 60 account managers and a broker network across Canada from our head office in Winnipeg, Manitoba. www.nationaleasing.com

About Silver Jeans Co.

Over the past two decades, Silver Jeans Co.™ has become known as the must-have brand for those who demand a perfect fit from their jeans. The brand is a time-tested collection that blends modern and vintage details with intricate washes and creative designs. Dedicated to the craft of making jeans and the integrity of its product, Silver Jeans Co.™ gives its fashion-savvy but cost-conscious customer the latest styles and best quality at a price that he or she can afford. Today, the brand has grown to a \$150 million dollar denim giant sold across North America, Europe and Southeast Asia. www.silverjeans.com

For more information, or to arrange interviews/media availability, please contact:

Sarah Tone
Manager, Communications
2017 Canada Summer Games
Office: 204-594-4242 / Mobile: 204-290-7630
stone@2017canadagames.ca