



2017 Canada Summer Games launch “Games Gear Fridays” contest

Bee Maid Honey, Sobeys Inc., TransCanada, also join the 2017 Games as Official Supporters

WINNIPEG (May 4, 2017) - The 2017 Canada Summer Games Host Society and Co-Hosts have launched “Games Gear Fridays”, a contest encouraging citizens and businesses in Winnipeg, Gimli, and Kenora to show their Games spirit by wearing official 2017 Canada Summer Games clothing and accessories every Friday from May 5 through July 21.

“We hope to see the town painted red, yellow and orange every Friday for the next 12 weeks,” said Evan Andrew, Director of Sponsorship and Marketing. “Games Gear Fridays is a fun way for our business community and the general public to get involved in the Games. We’re grateful for the strong support we’ve already received from the community. This is yet another way for people to show their Games spirit.”

Over the 12 weeks leading up to the Games, the Host Society - in partnership with Via Rail Canada, a Friend of the Games Gold - will give away three Via Rail promotional travel credits with departure from Winnipeg. To participate in the draw, individuals or groups must take a picture of themselves wearing Games apparel and share their photos on Facebook, Twitter, or Instagram using the handle @2017CanadaGames and the hashtag #GearUp.

Official 2017 Canada Summer Games apparel can be purchased online at canadagamesgear.ca or at the downtown retail location on the 2nd floor of 270 Graham Avenue.

Details of the “Games Gear Fridays” Via Rail voucher give-away are available at canadagames.ca/2017

Three Official Supporters announced

Jeff Hnatiuk, President and CEO of the 2017 Canada Summer Games Host Society also welcomed three new Official Supporters to the Games. Bee Maid Honey have created a special commemorative product featuring Niibin, the 2017 Canada Summer Games’ mascot on the packaging of their 750g honey bottles; Sobeys, Safeway and IGA stores will be providing healthy snacks for all Games volunteers; and TransCanada will be the presenting sponsor of rowing.

“We’re extremely pleased to have these great organizations’ support for the 2017 Canada Summer Games,” said Hnatiuk. “The business community’s ongoing support of the Games will help us deliver an exceptional Canada Games experience that puts athletes first, strengthens and showcases our communities, invites the nation to celebrate 50 years of the Canada Games,



acknowledge Canada's 150th anniversary, and showcase all that Manitoba has to offer.”

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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 acknowledging Canada's 150th anniversary, 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 Bee Maid Honey

Bee Maid Honey is the only honey company in Canada to be owned entirely by beekeepers. The Beekeepers from Western Canada who supply Bee Maid have great pride of ownership and take extreme care in order to provide the best quality Canadian honey throughout Canada and the world.

About Sobeys Inc.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians since 1907. Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ more than 125,000 people. The company's purpose is to help Canadians Eat Better, Feel Better and Do Better.



About TransCanada

For over 65 years, TransCanada has proudly delivered the energy that millions of North Americans rely on to cool and heat our homes, fuel transportation and power industry.

Their natural gas pipelines, liquids pipelines and power generation facilities operate safely, reliably and with minimal impact on the environment, while over 7,100 employees play an active part in the communities where they live in Canada, the U.S. and Mexico.

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

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