



## 2017 Canada Summer Games Major Sponsorship Announcement

*James Richardson & Sons, Limited and Affiliated Companies, Travel Manitoba, Broadview Networks and Reliance Products announce support for the 2017 Games*

WINNIPEG (April 29, 2016) - The 2017 Canada Summer Games Host Society is pleased to announce several major sponsors, including Premier Sponsor, James Richardson & Sons, Limited and Affiliated Companies. Today's announcement brings the 2017 Games' total of confirmed sponsorship to in excess of 60 percent of the overall goal of \$8.7 million.

Speaking at Richardson Plaza located at Portage and Main, Hartley Richardson, President & Chief Executive Officer of James Richardson & Sons, Limited announced the corporation would also be the presenting sponsor of the Games' opening ceremonies, taking place July 28<sup>th</sup>, 2017.

"James Richardson & Sons, Limited – which will achieve its own milestone in 2017 of having been in business for 160 years – has a long history of supporting community initiatives," stated Mr. Richardson. "And the Canada Summer Games is something we felt deserved our attention and our involvement."

Jeff Hnatiuk, President and CEO of the 2017 Canada Summer Games Host Society announced Official Sponsor, Travel Manitoba, and Official Supporters Broadview Networks, and Reliance Products. Travel Manitoba will be the official Visitor Experience Partner for the Games, helping the Games to showcase the best Manitoba has to offer and to ensure all visitors during the Games, including athletes, coaches, and families, are well-equipped to make the most of their stay. Hnatiuk also reported that Broadview Networks will be the presenting sponsor of tennis, and Reliance Products will be the presenting sponsor of CanoeKayak.

"We're extremely pleased to have these great organizations' support for the 2017 Canada Summer Games," said Hubert Mesman, Co-Chair of the 2017 Canada Summer Games Host Society. "The business community's ongoing support of the Games will help facilitate the delivery of an exceptional Canada Games experience that puts athletes first, strengthens and showcases our communities, and invites the nation to celebrate 50 years of the Canada Games and 150 years of Confederation."

-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 multi-sport 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.

**About James Richardson & Sons, Limited:**

James Richardson & Sons, Limited, established in 1857, is a private family-owned and operated Canadian corporation. Headquartered in Winnipeg, Manitoba, the Firm is involved in the international grain trade and agri-food business, energy, real estate, financial services and investments.

<http://www.jrsl.ca/>

**About Travel Manitoba:**

Travel Manitoba is the only public/private non-profit tourism marketing organization that provides a province-wide platform to promote Manitoba as a premier travel destination. Travel Manitoba is a Crown corporation whose role is to provide leadership by collaborating with tourism businesses, communities, destination marketing organizations and governments to realize the full potential for tourism in Manitoba.

<http://www.travelmanitoba.com/>

**About Broadview Networks:**

Broadview Networks is a System Integrator focused on creating and maintaining the essential IT Solutions that businesses depend on. These components include network operating system, data storage, email, network connectivity and network security. Broadview has established itself as a trusted provider of quality IT solutions offering expertise and service. Working alongside both Technical and Business Professionals, Broadview's philosophy is one of collaboration and teamwork. Broadview has strategically built close relationships with a highly select group of Partners. From the strength of this Partner Community, Broadview delivers comprehensive IT Infrastructure solutions.

<http://www.broadviewnetworks.ca/>

**About Reliance Products:**

Reliance Products is a North American manufacturer of hydration and sanitation products for use by consumers participating in the great outdoors.

<http://www.relianceproducts.com/>

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

**2017 Canada Summer Games:**

Martin Lussier

Manager, Communications

Office: 204-594-4241

Mobile: 204-890-6757

[mlussier@2017canadagames.ca](mailto:mlussier@2017canadagames.ca)

**James Richardson & Sons, Limited:**

Kelly Harris

Corporate Administrator

Phone: 204-953-7953

[Kelly.Harris@jrsl.ca](mailto:Kelly.Harris@jrsl.ca)

**Travel Manitoba:**

Linda Whitfield

Vice President, Marketing & Communications

Phone: 204-927-7825

[lwhitfield@travelmanitoba.com](mailto:lwhitfield@travelmanitoba.com)

**Broadview Networks:**

David Reimer

Director, Sales and Marketing

Phone: 204-984-9897

[david.reimer@broadviewnetworks.ca](mailto:david.reimer@broadviewnetworks.ca)

**Reliance Products:**

Brian Debrot

Director of Sales

Phone: 204-633-4403

[briand@relianceproducts.com](mailto:briand@relianceproducts.com)