



Two Years Out - Winnipeg to Host 2017 Canada Summer Games

Host Society prepares to turn up the heat on marquee multisport event

WINNIPEG (July 28, 2015) - Today marked exactly two years to the start of the 2017 Canada Summer Games, to be hosted in Winnipeg July 28 to August 13, 2017. Representatives from the federal, provincial and municipal governments gathered together with leaders in the sport and business community at the Aquatic Hall of Fame and Museum of Canada, located at the Pan Am Pool. The media conference and milestone celebration featured the announcement of a key legacy investment at the pool and the unveiling of the 2017 Games brand.

Speaking on behalf of the 2017 Canada Summer Games Host Society, Co-Chairs Hubert Mesman and Mariette Mulaire gave an overview of the progress that has been made in bringing the competition, which features 16 sports and over 250 events, to reality.

“Winnipeg will be the largest host community in the history of the Canada Games, which in 2017 celebrate their 50th anniversary, and coincide with Canada’s 150th birthday,” said Mesman. “From the moment the Games were awarded to Winnipeg 2 years ago, we have been hard at work putting things into place and working to identify where we can make the greatest impact. One of the major legacy investments of the 2017 Canada Summer Games will be the replacement of the bulkhead at the Pan Am Pool. Along with other planned improvements, this will bring the facility up to current competition standards and will enable a much wider range of opportunities for athletes.”

“We also want to emphasize the human legacy these Games will bring to our city and province,” said Mulaire. “By engaging emerging leaders, and placing them in volunteer leadership positions where they will be mentored by established leaders, the benefits to the community will extend long past the end of these Games.”

Canada Games alumna and former Olympic swimmer Rhiannon Leier Blacher reflected on how her experiences at the 1993 Canada Summer Games in Kamloops positioned her for success in future international competitions, as well as underscoring the importance of investments in facilities like the Pan Am Pool.

“A facility like the Pan Am plays a large role in the development and success of athletes in our province,” said Leier Blacher. “Its ability to host national and international events attracts more people to the sport and the quality of the facility helps keep our best athletes and coaches in Manitoba.”

2017 Canada Summer Games Brand Unveiled

The 2017 Canada Summer Games brand, created by McKim Communications Group, was unveiled by McKim's CEO, Peter George in dynamic fashion, featuring a brand story video articulating the creative process behind the brand.

"Our summers are exciting dynamic times, filled with experiences we look forward to year-round. The visual identity, featuring organic, flowing shapes, is inspired by thermal images, weather patterns, and the land itself," said George. "In 2017, as the Games celebrate 50 years, our warmth and weather will welcome athletes from around the country to celebrate the hottest summer in half a century."

Recognizing McKim's contribution to the 2017 Games, Host Society President and CEO Jeff Hnatiuk spoke to the necessity of engaging the community and corporate sector in order for the Games to reach their fullest potential.

"We are fortunate to have tremendous support from all levels of government as the foundation for these Games," said Hnatiuk. "Building on that foundation will require over 6,000 volunteers and significant financial support from the corporate sector. Partnerships like the one we formed with McKim Communications Group are central to the success of these Games. Ultimately, we're focused on delivering 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 Canada 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.

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

Martin Lussier
Communications Manager
2017 Canada Summer Games
Mobile: 204-890-6757
mlussier@2017canadagames.ca