



Welcome to Winnipeg Highway Signs Updated for 2017 Canada Summer Games

WINNIPEG (January 18, 2016) – Highway commuters and visitors to Winnipeg might notice something a bit different on their drive into Winnipeg today. The iconic *Welcome to Winnipeg* signs will have a temporary overlay applied showing the dates of the 2017 Canada Summer Games, taking place from July 28-August 13, 2017. Installed in 2008, the signs feature the slogan “The Heart of the Continent” and welcome visitors and residents along major highways including the Trans-Canada Highway.

“Now every visitor and resident of Winnipeg arriving to our city by road will know that we are welcoming the country in the summer of 2017,” said Jeff Hnatiuk, president and CEO of the 2017 Host Society. “The 2017 Canada Summer Games present a unique opportunity for us to showcase the very best that Winnipeg, and Manitoba have to offer on the occasion of the Canada Games’ 50th anniversary and Canada’s 150th birthday. By posting the dates of the Games on these signs around the city, we have taken a concrete step towards engaging widest possible range of people to get involved with the Games.”

“We are thrilled to be hosting the 2017 Canada Summer Games in July and August, building on the excitement of hosting the Grey Cup Festival in November,” Mayor Bowman said. “We look forward to hosting the country and introducing the rest of Canada to everything Winnipeg has to offer – from arts and culture, entertainment, sport, dining and more.”

The 2017 Canada Summer Games will see the city and province welcome the country’s best young athletes from every province and territory. Over 4,000 athletes and coaches and more than 20,000 visitors are expected throughout the duration of the Games, which are expected to generate an estimated economic impact in excess of \$150 million.

-30-

[To access high resolution photos of the installation process, click here.](#)

Martin Lussier
Manager, Communications
2017 Canada Summer Games Host Society
Office: 204-594-4241
Mobile: 204-396-5736
mlussier@2017canadagames.ca

City of Winnipeg Media Inquiry Line
204.986.6000
City-medainquiry@winnipeg.ca