

PITCHING IN TO GET READY FOR COMPANY

Eyes of the Nation program invites community to help with Games preparation

WINNIPEG (May 23, 2017) - With just two months to the 2017 Canada Summer Games, organizers and volunteers are calling on the community to help prepare its host cities for the arrival of 4,000 athletes and coaches, and 20,000 visitors this summer. The community initiative, entitled Eyes of the Nation, aims to leverage the Games to build a positive image of Winnipeg, Gimli, and Kenora in the hearts and minds of all Canadians—and in the process ignite a renewed sense of pride in the community.

“The eyes of the nation will be on Winnipeg during our city’s biggest event since we hosted the 1999 Pan Am Games,” said Hubert Mesman, Co-chair of the Games’ Host Society. “Together, we want to offer visitors an amazing experience, from our vibrant attractions and cultural scene to our beautiful surroundings and friendly people.”

Co-chair Mariette Mulaire adds, “Working together to beautify our community and projecting a positive image will have long-term benefits for our city and region, whether it’s an increase in tourism, conventions, immigration, and business or a collective sense of pride.”

SO MANY WAYS TO PITCH IN

The Ambassador of the Eyes of the Nation program is Tracy Bowman, spouse of Winnipeg’s mayor Brian Bowman. Tracy Bowman believes the Games represent a golden opportunity to showcase our region to Canada. “I’m very excited about the Games. We’re calling on all citizens and business owners to help us get our city company-ready. There are so many ways people can get involved to help us make this the Hottest Summer in Half a Century!”

Suggestions include:

- Gather friends and family to clean up your neighbourhood;
- Plant flowers in Canada Games colours: red, yellow, and orange;
- Use your outdoor signage and social media platforms to welcome athletes and visitors; and
- If you have a business, dress it up with a Canada Games decor package, including banners, window decals and other 2017 Canada Summer Games branded items. You can [download an order form](#) on our website.

CHEER ON OUR ATHLETES, SEND A MESSAGE TO CANADA

The 2017 Canada Summer Games represent a unique opportunity to showcase Winnipeg in its brightest light and have everyone talking about our city, province, and region. With a national television audience watching 40 hours of live coverage on TSN and RDS (Réseau des sports), Games organizers are challenging the community to help create an exciting atmosphere in the stands for the hundreds of thousands of viewers from across the country.

“We hope people from all over Winnipeg, Manitoba and Kenora will come cheer on Canada’s best young athletes!” concludes Co-chair Hubert Mesman. “Filling the stands is not only a show of support for Canada’s next generation of champions, it shows

Canada what a vibrant community we have here in Winnipeg, Gimli and Kenora”.

DO YOUR PART, WIN A TRIP ON VIA RAIL!

As part of the Eyes of the Nation initiative, the Host Society - in partnership with Via Rail Canada, a Friend of the Games Gold - will give away nine Via Rail promotional travel credits with departure from Winnipeg. To participate, individuals or groups must take a picture of their efforts to make their community “company-ready” and share their photos on Facebook, Twitter, or Instagram using the handle @2017CanadaGames and the hashtag #JCGNation.

Details of the Eyes of the Nation Via Rail challenge are available at canadagames.ca/2017.

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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 acknowledge 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.

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

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