



2017 Canada Summer Games Unveils Mascot, Launches Naming Challenge

Unveiling at Dufferin School kicks off naming challenge open to Manitoba and Kenora students K-8

WINNIPEG (May 4, 2016) – Excitement filled the air at Dufferin School this morning, as over 250 students and staff gathered to take part in the official unveiling of the 2017 Canada Summer Games Mascot. Inspired by Manitoba’s unique culture and climate, the 2017 Games Mascot is a magical creature created by the summer heat who also embodies the spirit and youthful energy of the Canada Games. Such energy was in ample supply as students cheered wildly as the mascot took the stage.

“Everyone at Dufferin School was very excited to be part of this event and to meet, in person, the new mascot for the Canada Summer Games,” said Wayne Wyke, Principal, Dufferin School.

The celebration, emceed by LTI of 103.1 Virgin Radio, also marked the kickoff of the 2017 Canada Summer Games Mascot Naming Challenge. Over 450 classrooms have already registered to take part in the challenge, which offers teachers an educational guide prepared by the 2017 Games Host Society with grade-appropriate activities such as creative writing and illustration exercises to get students thinking about what goes into making a mascot and what they represent.

“We’re thrilled to be able to engage students throughout Manitoba and in Kenora, Ontario to help us name the mascot,” said Jeff Hnatiuk, president and CEO of the 2017 Canada Summer Games Host Society. “The mascot will be making appearances at community events, festivals, and schools over the coming year, and will be an ambassador for our host region when we welcome the country in July and August 2017. It is only fitting that its name should come from our future champions and leaders, both on and off the field of play.”

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About the 2017 Canada Summer Games Mascot Naming Challenge

The mascot name submission period runs from May 4 – 27, 2016. All students currently enrolled in Kindergarten to Grade 8 residing in Manitoba and Kenora, Ontario are invited to submit a name either as part of their class, or individually by visiting www.canadagames.ca/2017. A selected group of up to five finalists will be announced on June 1, with voting open to the general public from June 1-6, 2016. The mascot name will be revealed on June 9th, 2016. Full details, educator guides and contest rules are available at www.canadagames.ca/2017/mascot.

About the 2017 Canada Summer Games Mascot:

The 2017 Canada Games Mascot is a magical creature created by the summer heat, who lives in Manitoba's Spirit Sands desert. It draws its strength from the scorching sun, giving it energy to explore forests, lakes and fields.

Summer is the Mascot's favourite season. It finds fun in the simplest activities, like playing hide-and-seek with lizards, peek-a-boo with prairie dogs, and sneaking up on white tailed deer. It loves to dance, climb trees, and head off on adventures.

The Mascot ignites the fire inside everyone it meets, encouraging them to have fun and push the limits. Like the fire that burns bright in the Canada Games cauldron, the flames on the Mascot represent unity through sport.

The Mascot is about to go on its greatest adventure yet. Feeling the intensity building in the heart of the country, it's heading to Winnipeg to celebrate the 50th anniversary of the Canada Games. Athletes from across the country are preparing to come together for the hottest summer in half a century. They will run, row, jump, throw, pedal, kick, and swim to bring the Canada Games flag back to their home province, and the Mascot will be there to cheer them on.

But first, the Mascot needs a name...

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.

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