



The Avenue News

Special Issue

Countdown to 2017 Canada Summer Games

Winnipeg, Manitoba will host the **Canada Summer Games** from **July 28 to August 13, 2017**. The 2017 Summer Games will have special significance. As the 2017 Games celebrate their 50th birthday the same year Canada celebrates its 150th anniversary of Confederation. The first Canada Games took place in Quebec City in 1967. About 20,000 visitors are expected to attend the games.

The Canada Games are Canada's largest multi-sport Games. Held once every two years, alternating between winter and summer Games, the Canada Games represent the highest level of national competition for up and coming Provincial and Territorial athletes. The Games have been hosted in every province at least once since their inception in Quebec City during Canada's Centennial in 1967. The Games are proud of their contribution to Canada's sport development system in addition to their lasting legacy of sport facilities, community pride and national unity.

2017 Canada Summer Games will host athletes from 10 provinces and three territories competing in 16 sports with the dream of becoming Canada's next champions. Up to 6,000 volunteers, 1,300 officials, media, medical professionals, and thousands of visitors will support and cheer for over 4,500 athletes.

Winnipeg will be the largest community to ever host the Canada Games; the event is projected to create an economic impact of \$160 million.



Mayor Bowman at the unveiling of the 2017 Canada Games

banners on Corydon

Con't on page 2..

Con't from front page...

As Host City, the City of Winnipeg and the 2017 Canada Summer Games Host Society have collaborated to form a joint committee to form a City Marketing and Pageantry Committee. This committee is working with the Business Improvement Zones within the City to help implement a phased marketing and pageantry strategy to help build excitement as we get

closer to the event date in 2017. The first phase of this strategy includes a "Street Banner Program" which has been rolled out in three BIZ Zones (for 2016). Corydon Ave Business Improvement Zone is one of the three to receive the Canada Summer Games Banners.

To help launch this phase one of the marketing strategy, His Worship Mayor Bowman was in "Little Italy" this past Monday, July 11, 2016 to unveil the banners as they get installed along Corydon Avenue. The Corydon Ave BIZ welcomes the Mayor to the Avenue and joins with him in starting to help announce that; One Year from now, the Canada Summer Games will be in full operation in our fair City !!!!

The installation of these banners is to help start the celebration and Countdown to the Games for the "One Year to Go Celebration to be held on Thursday, July 28, 2016 at the Forks". It is a free concert which marks the countdown to the 2017 Canada Summer Games, on Thursday, July 28, 2016, from 4pm - 9pm, at the Forks Market Plaza. The event will include sports and family-friendly games, a free concert featuring some of Manitoba's greatest entertainers, and a special mascot appearance by Niibin!



READY. SET. ONE YEAR TO GO.

July 28 at The Forks 4 - 9 pm

À VOS MARQUES, PRÊTS, LE COMPTE À REBOURS EST PARTI.

De 16h à 21h le 28 juillet à La Fourche

FEATURING: | EN VEDETTE :

Mama Cutsworth

JP Hoe and special guests

Leonard Sumner

Kelly Bado

Dirty Catfish Brass Band

WINNIPEG
2017

PRESENTED BY
PRÉSENTÉ PAR

Payworks



WINNIPEG
— JEUX DU —
CANADA
— GAMES —
2 0 1 7



THE HOTTEST SUMMER IN HALF A CENTURY. | L'ÉTÉ LE PLUS CHAUD DEPUIS UN DEMI-SIÈCLE.

The 2017 Canada Summer Games are coming to Winnipeg, just in time for their 50th anniversary.

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.

The Canada Games are this country's largest multi-sport event for young athletes and in 2017 will celebrate their 50th anniversary and Canada's 150th birthday. The 2017 Canada Summer Games 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.

The Canada Games are a powerful, nation-building event that promotes unity, cultural understanding and diversity. The first Canada Games were held in Québec City in 1967 and were an outstanding success. They paved the way for what is now Canada's largest multi-sport competition for young athletes. As the best in their age group, amateur competitors from all over Canada come to the Canada Games from the 13 provinces and territories across the nation and compete for the Canada Games Flag and Centennial Cup.

These athletes are our country's next generation of national, international and Olympic champions. Some of the best sports stars to ever come out of Canada gave us their first glimpses of success at the Canada Games, including:

Susan Auch, Team MB - Speed Skating: 1983 Canada Winter Games in Saguenay/Lac-St-Jean, Québec, Cycling: 1985 Canada Summer Games in Saint John, New Brunswick

Sidney Crosby, Team NS - Men's Hockey: 2003 Canada Winter Games in Bathurst-Campbellton, New Brunswick

Cindy Klassen, Team MB - Speed Skating: 1995 Canada Winter Games in Grande Prairie, Alberta; 1999 Canada Winter Games in Corner Brook, Newfoundland; Cycling: 2001 Canada Summer Games in London Ontario

Catriona Le May Doan, Team Sask - Speed Skating and Athletics: 1983 Canada Winter Games in Saguenay/Lac-St-Jean, Quebec; 1987 Canada Winter Games in Cape Breton, Nova Scotia

Steve Nash, Team BC - Men's Basketball: 1993 Canada Summer Games in Kamloops, British Columbia

Sami-Jo Small, Team MB - Women's Hockey: 1991 Canada Winter Games in Prince Edward Island; Athletics: 1993 Canada Summer Games in Kamloops, British Columbia, 1997 Canada Summer Games in Brandon, Manitoba

Bruny Surin, Team QC - Athletics: 1985 Canada Summer Games in Saint John, New Brunswick

Adam van Koeverden, Team ON - Canoe-Kayak: 1997 Canada Summer Games in Brandon, Manitoba

The Canada Games — a celebration of youth, sport, culture and community — are the product of an ongoing collaboration between the Government of Canada, provincial/territorial governments, host municipalities, strong private sector partnerships and the Canada Games Council.

2017 CANADA SUMMER GAMES

JEUX D'ÉTÉ DU CANADA 2017

July 28 - August 13, 2017 | le 28 juillet au 13 août, 2017



20,000
VISITORS
VISITEURS



4,000
ATHLETES & COACHES
ATHLÈTES ET ENTRAÎNEURS



16
SPORTS



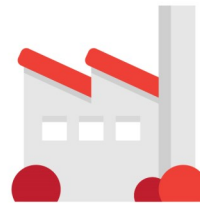
250
EVENTS
ÉVÈNEMENTS



\$153 MILLION
ESTIMATED ECONOMIC IMPACT
RETOMBÉES ÉCONOMIQUES D'ENVIRONS



6,000
VOLUNTEERS
BÉNÉVOLES



21
SPORT VENUES
SITES SPORTIFS



MAJOR CULTURAL
FESTIVAL
CULTUREL MAJEUR

