



Haliburton County

Media Release The County of Haliburton

**For Immediate Release
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Haliburton County to host 2011 Ontario Senior Games – Winterfest

Haliburton, ON...The County of Haliburton has been named the host of the 2011 Ontario Senior Games – Winterfest. Haliburton County was selected by the Sport Alliance of Ontario and Ontario Senior Games Association. The Ontario Games Program is delivered by the SAO on behalf of the Government of Ontario. The Province is the primary funder of the Games.

Minister Best Quote for 2011 Senior Winter Games Host Announcement:

“I am pleased Haliburton will be hosting this event,” said Margaret Best, Ontario Minister of Health Promotion. “The participants in these Games are role models and an inspiring reminder that we can be physically active at any age and enjoy the benefits of healthy active living.”

“I am delighted the County of Haliburton is hosting Winterfest in 2011. Haliburton is an excellent venue,” said Rick Johnson, MPP Haliburton-Kawartha Lakes-Brock. “I am grateful to the McGuinty government for the support it is providing to this seniors’ event through the Ministry of Health Promotion.”

The 2011 Ontario Senior Games - Winterfest will take place over three days in February of 2011. Haliburton County will be host to the more than 800 senior participants, coaches and officials who will compete in 10 events during February 15 to 17, 2011. All competitors are 55 years of age or over and are examples of how a healthy active lifestyle improves health and increases longevity.

Haliburton County Warden Dave Burton was elated at the announcement. He stated that “It is fitting for Haliburton County to be the host of the Senior Games as the County has the highest percentage of seniors per capita in Ontario.” Burton also noted that “The County will be working closely with all 4 lower-tier jurisdictions (Algonquin Highlands, Dysart et al, Highlands East and Minden Hills) and other local partners to stage the 2011 Ontario Senior Games – Winterfest with all the hospitality of the Haliburton Highlands. I believe this event will lead to the County hosting even bigger events in the future”.

The 2011 Ontario Senior Games - Winterfest will be a collaboration between the County of Haliburton, the Ontario Senior Games Association, Sport Alliance of Ontario, and the Ontario Ministry of Health Promotion and local partners.

It is anticipated the direct economic benefit of hosting the 2011 Ontario Senior Games – Winterfest will exceed \$700,000 and re-enforces Haliburton County’s position as ‘Central Ontario’s Playground’.

For more information about the Sport alliance of Ontario, visit www.sportalliance.com and for information about the Ontario Senior Games Association, see www.ontarioseniorgames.ca

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