



Ontario
Games



Jeux de
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2010 ONTARIO WINTER GAMES MAKE PARTNERSHIP ANNOUNCEMENTS

At an event held earlier today at the Sport Alliance of Ontario Building in Toronto, Ontario, the 2010 Ontario Winter Games recognized Bell, Canadian Tire, Loblaw retail banners Your Independent Grocer & Valu-mart and Tippet-Richardson Limited as this year's premier corporate sponsors.

In addition to recognizing corporate sponsors, the GOC indicated that they are also eager to celebrate the partnership of the Ministry of Health Promotion, the Sport Alliance of Ontario and these corporate leaders in Ontario.

"The McGuinty government is committed to supporting and investing in sport and to helping athletes achieve their full potential," said Margaret Best, Minister of Health Promotion. "For many of our young amateur athletes, the 2010 Ontario Winter Games will be their first multi-sport Games experience and an important stepping stone in their development."

"The SAO is thrilled to have the support of such high profile corporate sponsors for the 2010 Ontario Winter Games," said SAO Chair, Holly Abraham. "The Muskoka region and the city of Sudbury will benefit significantly from the delivery of the 2010 Ontario Winter Games, due largely to the extensive work of the local volunteer organizing committee. Congratulations to the Ministry of Health Promotion, the Sport Alliance of Ontario and the local organizing committee for undertaking this partnership."

Scott Aitchison, Games Chair, stated, "The 2010 Ontario Winter Games are an excellent example of government and private business coming together to make possible opportunities for young people from all across this great Province. The support of each partner here today will help us host a memorable set of games in Muskoka."

"Bell is honored to play a key role in bringing together 2900 of our Province's best young athletes. As Platinum Podium Sponsor, we're all very excited to be immersed in the Games from March 4-7th, 2010." Luke Barker, Bell's Manager of Sponsorship Marketing.

"Canadian Tire is committed to giving back to communities across Canada and the chance to support aspiring athletes is very important to us" said Dan Thompson president, Canadian Tire Jumpstart Charities. "In addition to helping young athletes through the games, we are looking forward to educating our aspiring athletes about Canadian Tire Jumpstart and their role in giving back to communities across Ontario. We are also very proud to assist future athletes through the Jumpstart program."



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"We are extremely proud to participate in such a fantastic program, which encourages physical activity and the spirit of healthy competition among young athletes," comments Craig Hutchison, Senior Vice President, Marketing, Loblaw Companies Limited. "Our YIG and Valu-mart banners have always enjoyed getting involved in community events and supporting the local economy and we can't think of a more enjoyable way to show the athletes our support and provide delicious meals to participants as well."

John Novak the owner of Tippet-Richardson Ltd states, "I have a 15 year history of coaching sport at the High School level and we are delighted to carry on this support of amateur athletes through my company. As Ontario's largest moving company, with 6 branches, Tippet-Richardson is uniquely positioned to support the Ontario Games throughout the province."

The Ontario Winter Games is a unique multi-sport event that provides young athletes with development and competitive opportunities that prepare them for national and international competitions. The event is scheduled for March 4-7, 2010. The majority of the events will be held in Muskoka with some of the competitions – 5 pin bowling, diving, speed skating and squash – being held in Sudbury. Approximately 3,300 athletes, coaches, officials and 1,100 volunteers and are expected to converge on the region during the games. It is estimated that the games will generate between \$3 and \$4 million in economic benefits for the local economy. The Ontario Games is a program of the Ministry of Health Promotion and delivered by the Sport Alliance of Ontario.

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For further information, contact:

Scott Aitchison – Games Chair at (705) 644-4954 or chair@2010ontariowintergames.ca OR
Myke Malone – General Manager at (705) 783-9300 or gm@2010ontariowintergames.ca OR
Cheryl Kelley – Media & Promotions Chair at (705) 645-5264 or media@2010ontariowintergames.ca



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