



A New Name for the Games

News

July 29, 2011

The Sport Alliance of Ontario is rebranding the Ontario Senior Games Program. Effective immediately the Games will be known as the Ontario 55+ Summer Games and the Ontario 55+ Winter Games. This aligns with the national Senior Games, as well as with six other provinces and territories to better reflect the level of competition and calibre of athletes who participate.

"The Senior Games are an important way that the Ontario government, in partnership with the Sport Alliance of Ontario, is providing opportunities for people over the age of 55 to be active. Participants in these Games are role models who showcase the health benefits of being involved in sport and competition and striving to be your best - at any age."--Margarett Best, Minister of Health Promotion and Sport

"The name change to Ontario 55+ Winter/Summer Games is a positive move that will help streamline these Games with our Ontario Games program and the Canada 55+ Games Program. We are excited about the opportunities that these Games provide including the development of athletes, officials and volunteers and the celebration of active healthy living." Holly Abraham, Chair of the Sport Alliance of Ontario

The new name will also differentiate this event from other summer or winter festivals, known as "Summerfest" or "Winterfest", and eliminate potential confusion with "senior" youth sport programs.

"With the OSGA's newly developed logo and focus on referring to ourselves as the OSGA 55+ Games, this name change for the Provincial Games program is a perfect fit with our branding vision" Ronnie Brown, President of the Ontario Senior Games Association

The Ontario 55+ Games Program is a celebration of active living which began in 1986 and has been hosted by over 14 communities across Ontario. The Ontario 55+ Summer Games are hosted in August of even numbered years and brings together approximately 1,200 people competing in approximately 18 events. The Ontario 55+ Winter Games are hosted in February of odd numbered years and has approximately 900 participants competing in ten events.

The Ontario 55+ Games is a program of the Ministry of Health Promotion and Sport and is delivered by the Sport Alliance of Ontario in cooperation with the Ontario Senior Games Association.

Quick Facts

- The first Ontario Senior Games Actifest was held in 1986 in Kitchener. The first Ontario Senior Games Winterfest was held in 2000 in Collingwood.
- The Ontario Senior Games Association has 41 member districts across Ontario which hold qualifying events for participants to move on to the Ontario 55+ Games.
- The Ontario 55+ Games are a qualifier for the Canada 55+ Games held every two years in cities across the country.

Learn more about the Sport Alliance of Ontario (www.sportalliance.com)

Find out how you can qualify to compete through the Ontario Senior Games Association
(www.ontarioseniorgames.ca)

