



A Voice for Sport

OFFICIAL 2019 BID COMMUNITY
LETHBRIDGE
COMMUNAUTÉ CANDIDATE
OFFICIELLE POUR 2019



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CANADA
—GAMES—

Living the Legacy
Faire vivre l'héritage

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CITY OF
Lethbridge

MEDIA RELEASE

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Twitter: @LethbridgeSport / LinkedIn: Lethbridge Sport Council

Location: Nicholas Sheran Ice Centre, Second Floor, 401 Laval Blvd., Lethbridge, AB

Mail: 110 Columbia Blvd. W, PO Box 21090, Lethbridge, AB T1K 6X4

For Immediate Release – Friday, August 15, 2014

Social Media Challenge: Show and Tell Why #Lethbridge2019 Should Win the #CanadaGames!

Part of the community support process for the 2019 Canada Winter Games Bid has involved a lot of community consultation, support and effort on the part of many committed people, business owners, media partners and civic officials.

Now, it's the community's turn to show and tell why they think Lethbridge and southwestern Alberta would be a great location for the 2019 Canada Winter Games.

The national Canada Games Council is challenging both communities in the running for the Games -- Lethbridge and Red Deer -- to provide them with brief videos, Instagram posts, Facebook and twitter messages that reflect their interest in the Games event in 2019.

"We accept this challenge, and want people to really have some fun with this idea," said Stephen Neis, the volunteer Chair of the 2019 Canada Winter Games Bid Committee. "Our community support has been overwhelming to date, and what we are now asking is that people put into images what they feel we can accomplish as the host region, should our bid be successful."

Simply put, if you can snap a photo or shoot a video on your smartphone or tablet, you can participate. Submissions from all ages are encouraged. People are encouraged to take photos or videos at unique community landmarks.

Make sure you post to social media with the hashtags **#Lethbridge2019**, **#CanadaGames**, and **#YQL**. Tasteful images and family-friendly videos are encouraged, for any number of obvious reasons.

On Wednesday, August 20, the Lethbridge Herald will publish an insert with a large poster tear out which people can use as inspiration. A copy is attached and can be printed at various sizes.

Follow the Games bid on facebook at www.facebook.com/lethbridge2019
Twitter: @lethbridge2019 Hashtags #lethbridge2019 #CanadaGames #YQL
Games bid website: www.lethbridge2019.ca
Instagram: Lethbridge2019 #Lethbridge2019, #CanadaGames, #YQL

On Rally Day, Thursday, August 21, there are a number of opportunities for community members to participate and show their support for the games – and Neis said that an image record of the day will be helpful legacy of the event.

"We have heard from people who participated in past games, families who like the idea of a sports legacy in our community for their children, and who value the fact that we could see thousands of visitors to our city and region. We're asking them now to put their stories into pictures and video and send them along – it's all part of helping us win the Games."

Send videos directly to Joel Allard at jallard@canadagames. A photo is attached. A cutline is included on the next page.

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Canada Winter Games Bid Background:

The Canada Games is the nation's largest multi-sport event and will bring nearly 5,000 athletes, coaches, officials and local, regional and national media representatives to Lethbridge, Castle Mountain and southwestern Alberta in February 2019, should the Lethbridge bid be successful.

In addition to providing memorable experiences for visitors to the Games, the event provides an opportunity to generate significant economic benefits, community pride and important cultural legacies, in addition to the many sporting legacies.

Lethbridge has an excellent reputation for hosting major sport events beginning with the 1975 Canada Winter Games and, more recently, the 2012 Alberta Summer Games, the 2012 Ford World's Women Curling and the 2015 Alberta 55 Plus Winter Games.

Key Facts:

- \$192 million economic impact to Alberta with \$128 million in Lethbridge alone
- More than 5,000 athletes, coaches, supporters and media in attendance for 18 days in February, 2019
- Games legacy to include a new twin ice arena at Lethbridge College (1,000 seat Olympic-size and NHL size surfaces)
- Lethbridge organizations involved as venues or Games support locations include: Lethbridge College, the University of Lethbridge, Exhibition Park, Rocky Mountain Turf Club, ENMAX Centre, Lethbridge School District #51, Holy Spirit Roman Catholic Separate Regional Division #4
- Castle Mountain Resort to host Alpine Skiing, Snowboarding and Freestyle events
- Pincher Creek and Livingston Range School Division #68 to play host to more than 500 guests
- Crowsnest Pass / Allison Lake Provincial Recreation Area to be home to Cross-country Skiing, Biathlon

Pledge to Volunteer!

<http://lethbridgesportcouncil.ca/sport-tourism/2019-canada-winter-games-bid/how-to-get-involved>

2019 Canada Winter Games Bid Hits Important Volunteer Pledge Milestone

<http://lethbridgesportcouncil.ca/news/article/2019-canada-winter-games-bid-hits-important-volunteer-pledge-milestone>

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Photo cutline: Members of the 2019 Canada Winter Games Bid Committee already want the Games, but they are now asking the community to support the Games bid by taking photos and shooting brief videos about why they want the games in Lethbridge and southwestern Alberta. Left to right: Susan Eymann, Executive Director, Lethbridge Sport Council; Stephen Neis, Volunteer Chair of the 2019 Canada Winter Games Bid committee; Amy Van Buskirk, Program Coordinator, Lethbridge Sport Council; and Janelle Marietta, Canada Games Bid Tour Coordinator.

Check out the latest Games Bid information at www.lethbridge2019.ca

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