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USEFUL LINKS

Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)
vancouver2010.com

BC Olympic and Paralympic Winter Games Secretariat
www.2010bcsecretariat.ca

2010 Legacies Now
www.2010legaciesnow.com

Spirit of BC
www.spiritofbc.com

B.C. Spirit Squares
www.spiritsquares.gov.bc.ca

ActNow BC
www.actnowbc.gov.bc.ca

International Paralympic Committee
www.paralympic.org

International Olympic Committee
www.olympic.org/uk

London 2012
www.london2012.com

Sochi, Russia 2014
sochi2014.com

Leading Edge Endowment Fund
www.leefbc.ca/email/0903e/Beautiful_rural_british_columbia.html

BC International Media Centre
www.bcmediacentre.ca

2010 Commerce Centre
www.2010commercecentre.com

MESSAGE FROM THE PREMIER



In February, British Columbia will host the world for the 2010 Olympic and Paralympic Winter Games – one of the largest economic and tourism opportunities in our history.

The Games are an opportunity for British Columbia, as Canada's Pacific Gateway, to leverage new investment, trade and jobs and leave legacies for future generations. The Games and related activity will create an estimated 244,000 jobs in B.C. The Games themselves will generate an estimated \$4 billion worth of direct economic benefit and create jobs in every region.

Working together to build on this incredible strategic advantage, and sharing the spirit and benefits of the Games, we will all benefit from Olympic related economic activity before, during and long after the Games. World-class sporting venues will provide new opportunities for athletes to train and for communities to host events.

Through initiatives like LegaciesNow and Olympic/Paralympic Live Sites, we've built facilities and launched programs in communities across B.C. And the more than 10,000 journalists who come to B.C. for the Games will cover aspects of every corner of the province.

This is a once-in-a-lifetime opportunity. Together we will take full advantage of it as we cheer our athletes on to gold.

Honourable Gordon Campbell
Premier of British Columbia

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BUILDING THE FUTURE >>>

TOWARDS THE
2010 WINTER GAMES



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HOSTING THE WORLD

Economists agree that B.C.'s economy will benefit from hosting the 2010 Winter Games.

- » RBC predicts economic growth in B.C. of 2.9 per cent in 2010 and the Conference Board of Canada forecasts growth of 3.4 per cent — among the highest in Canada.
- » The 2010 Commerce Centre is hosting workshops to connect B.C. companies to Games-related opportunities.
- » Since 2005, the 2010 Commerce Centre has delivered 285 workshops to more than 8,200 B.C. business people.
- » B.C. businesses have supplied 78 per cent of the goods and services spent to-date by VANOC and the Vancouver 2010 partners — total spending will be \$4 billion.
- » In February, the BC International Media Centre at Robson Square will welcome media from around the world to the 2010 Winter Games.

Hosting the 2010 Winter Games is the single largest marketing opportunity in B.C. history.

This unparalleled opportunity will enhance B.C.'s global reputation as a preferred tourism destination and provide economic stimulus to sustainable, heritage, cultural and Aboriginal tourism.

We're building relationships among businesses, communities and all levels for government to develop tourism industries in B.C.

B.C. will welcome approximately 250,000 visitors during the Games. B.C. businesses and tourism sector will benefit from \$4 billion in economic activity generated by the Games.

A LEGACY OF WORLD-CLASS VENUES

Spectators from around the world will enjoy the 2010 Olympic and Paralympic Winter Games from British Columbia's magnificent venues and event facilities.

- » Completed approximately one year before the start of the Games, B.C.'s Olympic competition venues will highlight the sporting events.
- » First-class venues such as the Richmond Olympic Oval, Blackcomb Mountain, Whistler Olympic/Paralympic Park and others will capture the attention of local residents, visitors, athletes, and over three billion television viewers worldwide.
- » After the Games, the facilities will provide lasting sport, tourism and economic opportunities.
- » As one of the greenest facilities on the continent, the Vancouver Convention Centre will provide long-term economic dividends as meeting planners take advantage of the venue's impressive amenities.
- » A refurbishment project at BC Place Stadium represents another long-term plan following the Games. Upgrades to the stadium will enhance the city's sport, culture and entertainment district, and extend the economic lifecycle of one of Vancouver's landmark facilities.

As host of the 2010 Winter Games, we will showcase our impressive venues to the world, enhancing the exposure for present success and future possibilities.

OLYMPIC LEGACIES AROUND B.C.

The energy, spirit and passion of the 2010 Olympic and Paralympic Winter Games will be felt across British Columbia.

We are creating legacies and enduring opportunities for regions throughout British Columbia, beyond the Lower Mainland, including:

- » Investing \$20 million towards 123 legacy initiatives through the Olympic/Paralympic Live Sites program.
- » Through 2010 Legacies Now, communities have benefited from recent investments in sport and healthy living, arts, literacy, volunteerism and accessibility for people with disabilities.
- » From the Spirit of 2010 Hockey Tournaments that challenged those dreaming of gold to the interactive 2010 Legacies Now Connecting Communities Tour, hundreds of thousands of British Columbians have seen firsthand 2010 legacies in the making.

As British Columbia gets set to host the world in 2010, these legacy programs are not only bringing the spirit of the Vancouver 2010 Olympic and Paralympic Winter Games to every corner of the province — they are engaging communities and encouraging the creation of personal legacies.

CREATING LASTING BENEFITS FROM THE GAMES

We have invested in a regional innovation chair at Vancouver Island University through the Leading Edge Endowment Fund to support tourism in rural British Columbia by providing the knowledge to increase the benefits of the 2010 Winter Games in smaller communities and helping them capitalize on their natural assets and expand their economic base.

Through the 2010 Business Visitors program, we'll be helping B.C. businesses make the most of opportunities to interact with international business visitors to create lasting trade and investment legacies from the 2010 Winter Games.

