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Healthy & Active Living

University of Guelph Bids to Host the 2016 Canada 55+ Games

University up against Brampton for rights to bring major sport event to the City of Guelph

Guelph - The University of Guelph has been named one of two finalists for the 2016 Canada 55+ Games. This prestigious biennial event is a unique blend of active and passive activities and is presented to encourage healthy, active living for older adults in Canada. The event attracts over 2,000 participants and generates an estimated \$3 million in economic activity in the host destination.

The University has been informed by the Canada 55+ Games Association (C55+GA) that they are a bid finalist and will compete against the City of Brampton to become the host destination for this major multi-sport event, proposed to take place August 17-21, 2016.

The Canada 55+ Games are open to adults 55 and above as of December 31 of the year in which the Games are held. The Games are a combination of friendly competition, socialization and just plain fun. Each province/territory determines a play-off process to determine participants qualified to represent the province at the Games in many athletic and recreational competitions.

The Guelph bid group will send an official delegation to Strathcona County, Alberta, the site of the 2014 Canada 55+ Games (August 27-30) to make a formal presentation to the C55+GA's 2016 host selection committee (HOC) on August 25th. The presentation will include a professionally produced video showcasing the more important elements within the bid document and provide great visual representations of the University of Guelph and the City of Guelph. The winning bid will be announced at the closing ceremonies of the Strathcona Games on August 30th.

"The University is excited about the potential of hosting these Games in Guelph", stated Tom Kendall, Athletic Director at the University. "We will put our best foot forward and clearly win over the review team and convince them that these Games will be a big deal in Guelph. We believe that both the sport facilities here at the University and all of the visitor assets in the City will compel the review team to select our bid. We will showcase a very impressive representation of community support, passion and enthusiasm towards hosting the 2016 Games. The resulting community benefits, and economic and social impacts these Games will provide for Guelph, make this initiative worth fighting for."

The City of Guelph has identified Sport Tourism as a key growth segment and has been working with the Regional Sport Tourism Office and University of Guelph on the implementation of a three year development strategy.

"These Games are an ideal project in line with the City's vision to stimulate visitation through sport tourism," stated Colleen Clack, General Manager Culture and Tourism with the City of Guelph. "We are pleased that the University has taken a leadership role with this bid, and look forward to determining how the City can assist, considering the enormous economic impact potential these Games hold. We recognize the importance of sport tourism and of active senior lifestyles, from the perspective of community development, socially as well as from the standpoint of beneficial economic impact".

The University of Guelph's submission of the bid for the 2016 Canada 55+ Games is in concert with a regional sport tourism initiative involving Visit Guelph and the Regional Tourism Office 4 (RTO4). The newly created Regional Sport Tourism Office (RSTO) and Visit Guelph assisted the University of Guelph in authoring the bid document.

"This is a great opportunity for the University of Guelph to showcase its quality sport facilities to a national audience and for the City of Guelph to attract a large group of active citizens with a great deal of economic influence", explained director of sport tourism for the RSTO, Laurence Bishop. "The fact that we are in competition with Brampton as host for the 2016 Games indicates that we are heading in a good direction in



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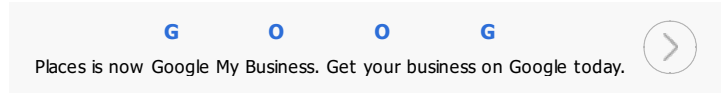
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developing comprehensive sport tourism strategies for this region and we intend on capturing a larger slice of the estimated \$2.6 billion sport tourism industry in Canada”.

The bid committee is currently developing strategies for the greater community to support the bid efforts. Plans are currently underway to engage additional facility operators, community groups and organizations, potential sponsors and most importantly volunteers. All community members are encouraged to offer their support for the Games. Those interested are requested to contact Laurence Bishop at 519-496-0613.



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