



Plans unveiled for Special Olympics Canada Winter Games Calgary 2024 – Together. We can.

Mar. 1, 2023 (Calgary, AB) – With just under one year to go until the Special Olympics Canada Winter Games Calgary 2024 Opening Ceremony on Feb. 27, 2024, Calgary is ready to welcome the nation.

In preparation for the Games, the local organizing committee today launched its branding and announced the dates, sport venues, volunteer program, and first major sponsors.

In conjunction with Special Olympics Canada's Canadian Athlete Leadership Council (CALC), the brand communicates personality traits identified by the athletes - Calgary's sunshine, mountains, and world-famous warm weather Chinooks along with the tagline: We can empower. We can believe. We can soar. **Together. We can.**

Showcasing the very best of both the intellectual disability sport community and the city, the Games will bring together over 4,000 visitors including athletes, coaches, officials, and mission staff, along with their families and friends.

"Calgary is ready to step up, as we always do in our mission to be ultimate hosts, and make this a truly memorable event in 2024," said **Cindy Ady, CEO of Tourism Calgary**. "I love the branding unveiled today because it reflects what we love about Calgary, along with our community spirit and commitment to ensuring everyone who lives in or visits our city feels they belong here. Let the countdown to the Games begin."

In addition to being recognized as one of Canada's most notable winter sport cities, what makes Calgary extraordinary is the spirit of its people and their willingness to be involved. To ensure success, the Games will require over 750 volunteers to help create a safe, welcoming environment and deliver a memorable experience that these athletes have worked so hard to earn. The Volunteer Program *presented by TC Energy* is open for registration today on the new Games website - calgary2024.specialolympics.ca.

"Not only am I honoured to be serving as co-chair of the Special Olympics Canada Winter Games Calgary 2024 along with Cheryl Bernard - a great leader and advocate for the benefits of sport - but I'm also proud that TC Energy and our incredible employees are supporting the Games through sponsorship of the Volunteer Program. We are united in our belief that everyone deserves the opportunity to participate in sports. Together, we are committed to making these Games a memorable and impactful experience for all involved." said **François Poirier, President and CEO, TC Energy, and Games co-chair**.

The Games would like to acknowledge the incredible support of some key contributors including our Funding Partners, Tourism Calgary, Special Olympics Canada, and the Government of Canada, Premier sponsors: TC Energy, and the Flames Foundation, and Platinum sponsors: Blakes, and Evans Hunt. Sponsorship opportunities are still available, and inquiries may be directed to csundell@socwg2024.com.

“We are excited to be partnering with Tourism Calgary and know that they will go above and beyond to deliver an exceptional Games experience that prioritizes the care and comfort of the hundreds of athletes competing,” **said Blair McIntosh, VP Sport of Special Olympics Canada.** “The Special Olympics Canada Winter Games Calgary 2024 will mark a long-awaited return to our signature sport competition – we look forward to the City of Calgary making it a memorable Games for all.”

From the starting line to the podium, the Special Olympics Canada Winter Games Calgary 2024 will create life-changing experiences and will bring about a legacy of change for individuals with intellectual disabilities.

“These Games have the power to influence intellectual disability inclusion in our community far beyond 2024. Not only will we empower hundreds of volunteers with the confidence and competence to be inclusive and welcoming to individuals with disabilities, but also the many organizations we will be working with including sport venues, hotels, sponsors and service providers,” **said Karen Dommett, General Manager, Special Olympics Canada Winter Games Calgary 2024.**

Supporting Information:

- Athletes arrive Feb. 26, 2024. The Games run Feb. 27 to Mar. 2, 2024.
- Participants who qualified through their Provincial and Territorial Games, will compete in eight sports at seven venues throughout Calgary:
 - **5-Pin Bowling** - The Bowling Depot
 - **Alpine Skiing** - WinSport
 - **Cross Country Skiing** - Confederation Park
 - **Curling** *presented by Blakes* - North Hill Community Curling Club
 - **Floor Hockey** - Seven Chiefs Sportsplex
 - **Figure Skating** - Seven Chiefs Sportsplex
 - **Snowshoeing** - Fort Calgary
 - **Speed Skating** - Olympic Oval
- The Games are a qualifying event for Special Olympics World Winter Games 2025.
- CALC is comprised of athlete leaders with an intellectual disability and their mentors who represent their Provincial/Territorial Chapter.

About Special Olympics Canada

Established in 1974, the Canadian chapter of this global movement is dedicated to enriching the lives of Canadians with an intellectual disability through the transformative power and joy of sport. Operating out of sport clubs in 12 Provincial and Territorial Chapters, this grassroots movement reaches beyond the sphere of sport to empower individuals, change attitudes and build communities. From two-year-olds to mature adults, thousands of athletes with an intellectual disability are registered in Special Olympics year-round programs across Canada.

For more information, visit www.specialolympics.ca or follow us on Instagram, Facebook and Twitter @SpecialOCanada.

About Tourism Calgary

Tourism Calgary is the official destination management organization for Calgary's tourism industry. For more than 60 years, the organization's primary purpose has been to promote Calgary and area as the destination of choice. With a vision of making Calgary the ultimate host city, Tourism Calgary markets the city locally, nationally, and internationally and advocates for its ongoing development as a destination. The organization hosts and attracts visitors, conventions and events, and activates the city by fostering the growth of shareable, memorable experiences. Pre-pandemic, Calgary's tourism industry contributed approximately \$2.1 billion in visitor spending by over 8 million visitors annually.

For more information about Tourism Calgary, please visit www.visitcalgary.com or follow @tourismcalgary on social channels.

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For more information and interview requests

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