



**MEDIA RELEASE**  
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### 2010 Ontario Winter Games Launches Website

At an event held earlier today at Bracebridge Council Chambers, the Games Organizing Committee (GOC) for the Ontario Youth Winter Games officially launched the 2010 Winter Games website. The site ([www.2010ontariowintergames.ca](http://www.2010ontariowintergames.ca)) will serve the needs of the athletes participating in the games, as well as the general public, volunteers, local businesses and media.

"The McGuinty government is pleased to support the upcoming Ontario Youth Winter Games," said Health Promotion Minister, Margaret Best. "Providing an opportunity for our young high-performance athletes to participate in these Games will help create active and healthy Ontarians."

In his opening remarks, Scott Aitchison, Chair of the Ontario Winter Games said, "We are thrilled to officially launch the Games Website as a means of communicating all of the details about the participating sports, the local communities and the event itself. Besides being an information portal, the website is a great opportunity for Muskoka businesses to profile themselves to our Games' Visitors in an effort to increase sales during a shoulder season".

The main thrust of the Media Event was the introduction of the Volunteer Registration Feature. Following a volunteer registration demonstration, Jamie Hopkins, Chair of Accommodation and Volunteers stated, "We need approximately 1,100 volunteers from across the entire region from minor sports officials to people helping with food services. This website will make it very easy for volunteers to sign up and to let us know where they would be best suited to help out. It is user-friendly and takes only a couple of minutes to complete."

The various sporting events will take place in many locations throughout Muskoka and Sudbury. Volunteers are being asked to work for a minimum of two, four-hour shifts and will be required to undergo a Criminal Records check with Vulnerable Sector Screening. In recognition of their participation volunteers will receive event training, meal tickets and a wrap-up party.

Aitchison added, "The Games Organizing Committee is encouraging all members of the public to volunteer their time for this "first-ever" Muskoka-wide initiative. Come out and help provide the athletes and their families a memorable Muskoka experience".

The technical capability of the website also provides organizers with greater capacity for document sharing and communication among team members. Games Manager, Myke Malone said, "These added features reduce the communications challenges in organizing this event in such a large region with 7 participating communities."



The Ontario Winter Games is a unique multi-sport event that provides young athletes with development and competitive opportunities that prepare them for national and international competitions. The event is scheduled for March 4-7, 2010. The majority of the events will be held in Muskoka with some of the competitions – 5 pin bowling, diving, speed skating and squash – being held in Sudbury. Approximately 3,300 athletes, coaches, officials and 1,100 volunteers and are expected to converge on the region during the games. It is estimated that the games will generate between \$3 and \$4 million in economic benefits for the local economy. The Ontario Games is a program of the Ministry of Health Promotion and delivered by the Sport Alliance of Ontario.

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