



Left to Right:

Luke Barker – *Manager of Sponsorship Marketing, Bell,*

Scott Aitchison – *Chair of the Ontario Winter Games Organizing Committee and*

Erin Hamilton – *Sport Alliance of Ontario, Games Consultant*

2010 Ontario Winter Games Announces Platinum Sponsor

At an event held earlier today at the Algonquin Theatre in Huntsville, and Tom Davies Square in Sudbury, the Games Organizing Committee (GOC) for the Ontario Winter Games officially announced Bell as a Platinum sponsor. In addition to recognizing Bell's significant contribution, the event was unique in nature, as it consisted of a simulcast from the Town of Huntsville to the City of Sudbury, a participating community in the Games. The technical solutions for this event were provided by Bell, with the assistance of Tandberg Canada and Audability Inc.

Representatives from the GOC and Bell in Huntsville and Sudbury took turns discussing the Games over the simulcast while it was projected on a screen for all those in attendance to observe.

"The 2010 Ontario Winter Games are possible because of successful partnerships," said Margaret Best, Ontario Minister of Health Promotion. "It is a pleasure to see our respective communities combine forces to help prepare our province's high-performance athletes for national and international competition. The Ontario government is proud to support these Games."

Scott Aitchison, Games Chair stated, "The concept of a simulcast fits very well with the games as the region of Muskoka covers such a vast area of land, and this particular technological innovation allows Muskoka and Sudbury to remain in contact, without the cost and time required to travel". Aitchison went



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on to say, "The main thrust of the Media Event was surrounded around the simulcast meeting, as this technology will be used in the games this year during the Opening Ceremonies for those athletes who are participating in the events located in Sudbury. This way, those athletes will be connected to the games, while they are unable to physically be at the ceremonies."

"Bell is honored to play a key role in bringing together 2900 of our Province's best young athletes. As Podium Sponsor, we're all very excited to be immersed in the Games from March 4-7th, 2010." Tom Blake, Director-Regional Services - Ontario Access Engineering

The City of Greater Sudbury's Mayor John Rodriguez also stated that "Sudbury is looking forward to assisting the Muskokas in hosting the 2010 Ontario Winter Games. This is an opportunity to not only showcase our City, athletes and local facilities but to also demonstrate our Northern hospitality."

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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