

NEWS RELEASE

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2010 Arctic Winter Games Unveils Logo and Theme & Announces Eddie the Eagle to Kick Off Fundraising Campaign

Grande Prairie, Alberta – The 2010 Arctic Winter Games Host Society unveiled their logo and theme today at Centre 2000 Trade & Tourism.

Debbie Reid, president of the 2010 Arctic Winter Games Host Society, said the theme – DREAM ACHIEVE INSPIRE - reflects the true spirit of these northern games for all participants, from athletes and performers to volunteers and spectators.

“We are all motivated by dreams. When we achieve those dreams, we gain confidence not only in our own abilities, but we’re in turn inspired to motivate others to reach their potential,” said Reid. “Dreams will be achieved at the 2010 Arctic Winter Games, but from those dreams will grow something much bigger.”

The logo design is stylized northern lights extending from the circular logo of the Arctic Winter Games International, reaching out to northern regions and representing these Games bringing the circumpolar world closer together. It was designed with the community’s input through surveys and focus groups.

The unveiling ceremony was accompanied by an announcement that international celebrity Eddie “the Eagle” Edwards will kick off the 2010 Games fundraising campaign next month. As Britain’s first Olympic ski jumper and completely self-funded, Eddie became a media sensation at Calgary’s 88 Olympics despite finishing last in his events.

Eddie will be the guest speaker at a fundraising dinner and dance on Saturday, March 29 then on Sunday will sign autographs and “strap on the boards and lift off” at the annual Slush Cup at Grande Prairie’s Nitehawk Ski Hill. The Slush Cup is a fun, family event where ski jumpers land jumps into slush. On Monday and Tuesday, Eddie will visit local schools.

Tickets for the fundraising dinner and dance went on sale today and can be purchased for at the UPS Store, Visa Trucks, or by calling the Games office at 538-4777.

The Arctic Winter Games is a high profile sport competition and cultural event for northern athletes and performers. Since their inception in 1970, the Games now include participants from Alaska, the Northwest Territories, Yukon, Nunavut, northern Alberta, northern Quebec (Nunavik), the Russian province of Yamal, Greenland, and the Sami people of Norway and Finland. Grande Prairie will be the southern-most city to host the Games, to be held from March 6-13, 2010.

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Contact:

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2010 Arctic Winter Games

FACT SHEET

2010 Arctic Winter Games Meaning of logo and theme

The theme of the 2010 Arctic Winter Games – **Dream Achieve Inspire** - reflects the true spirit of these northern games for all participants, from athletes and performers to volunteers and spectators. We are all motivated by dreams. When we achieve those dreams, we gain confidence not only in our own abilities, but we are in turn inspired to motivate others to reach their potential. Dreams will come true at the 2010 Arctic Winter Games, but from those dreams will come something much bigger.

The 2010 Arctic Winter Games logo design is stylized northern lights in the colours of the Arctic Winter Games. These northern lights extend from the circular logo of the Arctic Winter Games International Committee, reaching out to northern communities to invite them to participate in the warmth of the south.

The three interlocking rings on the international logo symbolize the promotion of athletic competition, cultural exhibition and social interaction amongst northerners. A ribbon of northern lights is set into a black background representing the nighttime sky surrounded by a white circle representing the circumpolar world.