



# OLYMPIC CELEBRATION

## Canada's Olympic Broadcast Media Consortium Brings Vancouver 2010 to Canadian Communities with Five-City 'CTV Olympic Celebration' Event

- Calgary, Winnipeg, Toronto, St. John's and Quebec City to host free community celebrations featuring top Canadian musical acts and interactive sport zones --
  - Headline performers include Barenaked Ladies, Simple Plan, Sam Roberts Band, The Waking Eyes, David Usher, Les Trois Accords, and Annie Villeneuve --
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**TORONTO (January 14, 2010)** – The Vancouver 2010 Olympic Winter Games are coming to five Canadian communities this February as part of the **CTV Olympic Celebration** – a free, one-day festival-style event taking place in Calgary, Winnipeg, Toronto, St. John's and Quebec City during the Games. Created by Canada's Olympic Broadcast Media Consortium, the events are yet another initiative by the Consortium that delivers to Canadians a unique Olympic Games experience.

The **CTV Olympic Celebration** will begin in both Calgary and Winnipeg (Saturday, Feb. 13) before moving to Toronto (Saturday, Feb. 20), St. John's (Friday, Feb. 26) and Quebec City (Saturday, Feb. 27), where the event is called **Célébrations olympiques RDS**. Each free event will feature live performances from some of Canada's top musical acts, interactive Olympic- and Paralympic-themed sport zones, cultural pavilions, hospitality zones, and large video screens showcasing CTV's and RDS's live coverage of the 2010 Winter Games.

The headline musical acts for the **CTV Olympic Celebration** include **Simple Plan** in Calgary, **The Waking Eyes** in Winnipeg, **Barenaked Ladies** in Toronto, **Sam Roberts Band** in St. John's and a triple bill in Quebec City featuring **David Usher**, **Les Trois Accords** and **Annie Villeneuve**.

"This is a unique endeavour that extends the Olympic Games experience beyond traditional media while simultaneously bringing communities together to cheer on Canada's Olympians as they go for gold," said Keith Pelley, President, Canada's Olympic Broadcast Media Consortium. "The CTV Olympic Celebration delivers on our commitment to providing Canadians with all the tools they need to experience the Olympic Games like never before."

Supported by multiple levels of Canadian government and partners of the 2010 Winter and Paralympic Winter Games, the **CTV Olympic Celebration** provides Canadians living outside of Vancouver and Whistler with the opportunity to further embrace the Olympic spirit while showcasing their widespread passion and pride for Canada's 2010 Olympians.

This marks the first time a cross-country Olympic-themed festival-style event has been organized in Canada in celebration of the Olympic Games.

As part of each event, the **CTV Olympic Celebration** will provide a variety of on-site entertainment activities including winter sports simulators, the Canadian Olympic Team Winter Gaming Zone, *The Globe and Mail* Front Page Photo Area, the Olympic Winter Games Theatre, and the Leave Your Mark Canada Zone where individuals can help take part in creating a Canadian flag by dipping their thumb in red ink and placing it on the flag. The Celebrations will also include the Olympic and Paralympic Athlete Celebration Tent, where attendees will have the opportunity to sign a congratulatory card for Canada's 2010 Olympians and Paralympians.

Additional musical acts for each **CTV Olympic Celebration** event will be announced in the coming weeks.

The following are the official dates, times and locations for the **CTV Olympic Celebration**. All events will take place outdoors with the exception of St. John's.

<b>DATE</b>	<b>LOCATION</b>	<b>VENUE</b>	<b>LOCAL TIME</b>	<b>HEADLINE MUSICAL ACTS</b>
Saturday, Feb. 13	Calgary	Olympic Plaza	2:30 p.m. to 7 p.m.	Simple Plan
Saturday, Feb. 13	Winnipeg	The Forks	1 p.m. to 5:30 p.m.	The Waking Eyes
Saturday, Feb. 20	Toronto	Nathan Phillips Square	1 p.m. to 6 p.m.	Barenaked Ladies
Friday, Feb. 26	St. John's	Mile One Centre & St. John's Convention Centre	1 p.m. to 12 midnight	Sam Roberts Band
Saturday, Feb. 27	Quebec City	La place de l'Assemblée nationale	1 p.m. to 6 p.m.	David Usher Les Trois Accords Annie Villeneuve

For more information, visit [CTVOlympics.ca/Celebration](http://CTVOlympics.ca/Celebration) or [RDSolympiques.ca/Celebrations](http://RDSolympiques.ca/Celebrations).

### **About Canada's Olympic Broadcast Media Consortium**

Canada's Olympic Broadcast Media Consortium is a unique relationship between leading media conglomerates CTV Inc. and Rogers Media Inc., which together will provide unprecedented coverage and consumer choice in English, French and multi-languages on multiple platforms for the Vancouver 2010 Olympic and Paralympic Winter Games and the London 2012 Games of the Olympiad. Official brands include CTV, TSN, RDS, RIS Info Sports, Rogers Sportsnet, OMNI, OLN, V, APTN, ATN, CTVOlympics.ca, RDSolympiques.ca, The Globe and Mail, Corus Québec and select Rogers radio stations across the country.

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