

Media Backgrounder

VANOC's *Contributing Province/Territory Program* (CPTP) enables Saskatchewan to:

- Organize a Saskatchewan Day at the 2010 Winter Games to promote the province;
- Participate in the Cultural Olympiad, which will include opportunities for Saskatchewan artists;
- Promote tourism, cultural industries, trade, in-migration and business investment;
- Encourage Aboriginal participation in the Games and preceding events;
- Enhance involvement in the Saskatchewan portion of the torch relay, which will arrive in the province prior to the Games;
- Access to VANOC promotional materials;
- Use the Vancouver 2010 Olympic and Paralympic Winter Games and Own the Podium 2010 logos; and,
- Promote educational and volunteer opportunities relating to sport and culture, and encourage healthy lifestyles.

Contributing Province/Territory Program

VANOC's Contributing Province/Territory Program (CPTP) offers a structured avenue for all provinces and territories to participate in the 2010 Winter Games. Under the CPTP, signatory provinces and territories receive a package of benefits that create a close association with the Games, similar to those of corporate sponsors. In return, participating provinces and territories make a financial contribution towards the success of Canadian athletes in 2010 through the Own the Podium 2010 program; culture and arts, through the Vancouver 2010 Cultural Olympiad; and directly, to staging successful Games in 2010. VANOC developed this new program in response to interest demonstrated by Canada's provinces and territories outside of British Columbia to allow for greater involvement in the Vancouver 2010 Olympic and Paralympic Winter Games.

VANOC

VANOC's government partners provide funding, infrastructure, essential service support and management services to the 2010 Winter Games, which will contribute to the lasting economic, sport, cultural and social legacies for citizens and communities throughout Canada. VANOC's government partners include the Government of Canada, the Province of British Columbia, the City of Vancouver and the Resort Municipality of Whistler. Saskatchewan today joins VANOC's existing Contributing Province/Territory Program partners, including Manitoba, Ontario, Quebec, Newfoundland and Labrador, and Yukon. VANOC's Venue Cities are Richmond, Surrey and West Vancouver. VANOC has also signed an MOU with each Canadian province and territory.

VANOC is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The Vancouver 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Vancouver and Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. Visit www.vancouver2010.com.

Saskatchewan

Saskatchewan is located between Alberta and Manitoba and its boundaries extend from the US border to the border with the Northwest Territories. With a growing population estimated in July 2008 to be 1,015,985, the province is experiencing an economic renaissance the likes of which have not been seen at any time in its history.

Saskatchewan's provincial parks cover over 1,148,000 square hectares, including 34 provincial parks, 8 historic sites, 130 recreation sites, and 24 protected areas. Quality of life is key in Saskatchewan, and the 'Land of the Living Skies' is an apt description of what you can expect to find in this province recently noted by media as "the rising star of Canada's *New West*."