



BID UPDATE November 27, 2008

A message from Jagoda Pike, Bid President and COO

Welcome to the first official update on the Toronto and Greater Golden Horseshoe Bid for the 2015 Pan and Parapan American Games. I am pleased to report that there has been significant activity over the past six weeks, since introducing our Bid to PASO (the Pan American Sports Organization) in Acapulco. We are about to enter an even busier phase, so look forward to regular updates on Bid news and events over the weeks and months ahead.

The following highlights some of the critical work currently underway.

International

- The Bid's introduction at the PASO annual meeting in October created a definite buzz, with a presentation that impressed voters and included a video that contained a variety of enthusiastic endorsements (*to see the video, visit www.toronto2015.org*).
- Led by Premier Dalton McGuinty, the team included Health Promotion Minister Margaret Best, Canadian Olympic Committee President Michael Chambers and International Olympic Committee Athletes' Commission member Charmaine Crooks. Other team members included Caribana Chair Joe Halstead and Pan Am Games athlete and triple-gold medalist Alexandra Orlando.
- Canada's Ambassador to Mexico, Guillermo Rishchynski, also hosted a successful reception that was attended by many PASO voters during the annual meeting week.
- The international effort in Mexico built on the success of Premier McGuinty's visit to the Beijing Olympics, where he had his first opportunity to meet with the majority of PASO voters.
- Since October, the Bid group has been following up on advice and incorporating insights gained from these meetings into the Bid plan.

Bid Book underway

- The Bid Book is the written document that outlines in detail our plan to host the 2015 Pan and Parapan Am Games. It must include plans for every element of Games operations, from the layout of athlete housing to venue technical logistics and much more.
- The deadline for submission to PASO is April 2009, and work on the Bid Book is well underway.
- We are pleased to announce that Yield, a Toronto-based creative services agency, was recently retained through a competition to help develop the Bid Book.

Working with area Mayors

- The Bid President and staff are continuing discussions with Mayors and Chief Administrative Officers from every Greater Golden Horseshoe municipality interested in participating in the Games.

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Sport sector adding expertise

- From bowling to athletics, Canada's National Sport Organizations representing Pan Am sports are being consulted for their insights and experiences with major competitions, to ensure our venue and sport plans are second to none.
- Sport representatives are promoting the Bid with their Pan Am nation counterparts, who will be influential with Bid Pan Am Games officials.
- We would like to thank Equine Canada, which already has profiled the Bid at a recent meeting with its Pan Am counterparts in Buenos Aires.

Board recruitment

- Business, sport and community leaders are being recruited to join the Bid Corporation board and serve as volunteer members of the team working to win the Bid.
- The team will be finalized in the next few weeks.

Ongoing government support

- New federal Minister of State for Sport, Gary Lunn, is enthusiastic about our Bid. We are pleased to have his support.
- Premier McGuinty, Minister Best and a host of other ministers and provincial officials have been providing advice and support as we prepare the Bid Book and plan for future international activities.
- Mayor David Miller and the City of Toronto Executive Committee of City Council are endorsing the City's role as host, and several municipalities continue to push proposals to participate in the Games.
- Led by President Michael Chambers, the COC board formally endorsed the Bid at its annual meeting earlier this month.

New Bid headquarters

- The Bid headquarters is now fully operational at 53 Jarvis Street in Toronto, and serves as the primary meeting and planning centre for Bid operations.

About the Pan Am Games

The Pan American Games is a major international multi-sport event, held every four years for athletes of the 42 PASO member nations. The Pan Am Games features all Summer Olympic sports and some non-Olympic events, and serves as an Olympic-qualifier for several sports. If the bid is successful, the event is expected to bring close to \$2 billion in economic activity to Ontario by attracting 250,000 visitors and creating 17,000 jobs throughout the region. For more information or to subscribe to receive updates, visit www.toronto2015.org.

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