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**NEWS RELEASE**

**COUNTING DOWN TO THE 2012 ONTARIO WINTER GAMES**

COLLINGWOOD, ON : The countdown to the 2012 Ontario Winter Games kicks off next Tuesday November 29<sup>th</sup>, exactly 100 days from the first day of competition. To celebrate the lead up to the games, the Games Organizing Committee (GOC) will be hosting an event and press conference at Alpine Ski Club in the Town of the Blue Mountains.

"Excitement is building and it's our hope that these games will be the best ever", says Claire Tucker-Reid, Chair of the 2012 games. "The Games Organizing Committee is working hard to achieve their vision of a winter games that celebrates sport excellence, is athlete-centered, inclusive and green, and conveys the message that sport, at any level, is for life."

Set to take place from March 8 to 11, the games will be hosted by the Town of Collingwood. Events will take place in communities including Collingwood, Barrie, Midland, Clearview Township, Beaver Valley, Wasaga Beach, Blue Mountains, and Thornbury.

With approximately 2,200 athletes and some of Ontario's best amateur athletes set to compete, a large number of spectators are expected to visit the participating communities. The 2010 games in Muskoka experienced an economic impact of \$4.9 million, with Collingwood and the surrounding area hoping to draw in similar numbers.

The games major funding partners include the Government of Ontario and Sport Alliance Ontario. While these organizations contribute a large portion of the funding, other major sponsors are still needed.

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“Sport Alliance Ontario is very proud of its many partnerships and would like to thank the Government of Ontario and the Town of Collingwood for their contributions in delivering the 2012 Ontario Winter Games. The Games are made successful not only through the delivery of high caliber competitions but also through the development of strategic partnerships and a dedicated Games Organizing Committee,” expressed Holly Abraham, Chair of Sport Alliance Ontario.

With just over three months left of preparations, sponsorship will be one of the main focuses moving forward, as well as volunteer recruitment. For more information on the 2012 Ontario Winter Games or the 100 days out event, please visit the games website at [www.ontariowintergames.com](http://www.ontariowintergames.com).

### ***About the Ontario Games***

The Ontario Games began in 1970 as a showcase for amateur sport; they have now become Ontario's largest multi-sport event, involving over 3,000 athletes, coaches, managers, and officials from across the province who participate in both team and individual sports. The Games take place every two years and are awarded through a formal bidding process. The Ontario Games are a program of the Government of Ontario and are delivered by the Sport Alliance Ontario.

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