



FACT SHEET

CANADIAN TOURISM COMMISSION

2010 OLYMPIC TORCH RELAY INTERNATIONAL MEDIA PROGRAM

- The 2010 Olympic Torch Relay International Media Program is a unique part of the Canadian Tourism Commission (CTC)'s multi-pronged Olympic Games Tourism Strategy.
- The program was developed by the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) in collaboration the CTC to maximize international coverage of the relay, and to spread the excitement and Olympic spirit around the world.
- Through this program, well-known international sports and entertainment personalities from CTC global markets participate as torchbearers in the 2010 Olympic Torch Relay in spots across Canada.
- The torchbearers were selected by VANOC in collaboration with the CTC, and in consultation with national Olympic committees. They are high-achieving, interesting individuals who embody the spirit of the Olympic Games, and are well-known in their home countries.
- Before the relay, the torchbearers spend some time in the areas they are running to enjoy local tourism experiences and to connect with Canadians.
- The CTC is working closely with its provincial and territorial partners to highlight tourism experiences where the torchbearers are running.
- Their torchbearer journeys are documented and shared with media in their home countries for broadcast during both the Olympic Torch Relay and the 2010 Winter Games, to inspire the world to travel to Canada.
- Having international torchbearers help promote travel to Canada during such a high-profile event will have a lasting impact on the Canadian tourism industry and the Canadian economy.
- The international torchbearer visits before the relay, their interaction with locals, and domestic media coverage are all bringing Canada's Games closer to Canadians.
- The program is funded through \$26 million the Government of Canada allocated to the CTC in 2007 to leverage tourism opportunities presented by the 2010 Winter Games.

THE TORCHBEARERS:

- **Chun Lee-Kyung** is a four-time Olympic gold-medal-winning speed skater from Korea: Nov. 1 in Tofino, BC
- **Alisa Camplin** is an Olympic gold-medal-winning aerial skier from Australia: Nov. 4 in Dawson City, Yukon
- **Mary Carillo** is a sportscaster from the US: Nov. 9 in Iqaluit, NU
- **Ikue Teshigawara** is an Olympic speed skater from Japan: Nov. 17 in Port Hawkesbury, NS
- **Yang Yang** is a two-time Olympic gold-medal-winning speed skater from China: Nov. 22 in Summerside, PEI
- **César Cielo** is an Olympic gold-medal-winning swimmer from Brazil: Nov. 24 at Hopewell Rocks, NB
- **Peter Schlickerrieder** is an Olympic medal-winning cross-country skier from Germany: Dec. 3 in Québec City, Quebec
- **Akshay Kumar** is a Bollywood star from India: Dec. 17 in Toronto, ON
- **Eddie “the Eagle” Edwards** is an Olympic ski jumper from the UK: Jan. 7 in Winnipeg, MB
- **Philippe Candeloro** is a two-time Olympic medal-winning figure skater from France: Jan. 11 in Wanuskewin Heritage Park, SK
- **Anna Maria Kaufmann** is a Canadian-German opera singer from Germany: Jan. 19 in Calgary, AB
- **Ye Qiaobo** is a two-time Olympic medal-winning speed skater from China: Jan. 25 in Osoyoos, BC
- **Matthew Pinsent** is a four-time Olympic gold-medal-winning rower from the UK: Feb. 5 in Whistler, BC
- **Matt Lauer** is an anchor with NBC’s *Today* show in the US: Feb. 11 in Burnaby, BC