



FOR IMMEDIATE RELEASE

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MEDIA RELEASE

Abbotsford announced as host city for 2022 55+ BC Games

Victoria - On behalf of the Minister of Tourism Arts and Culture, Lisa Beare, the BC Seniors Games Society is pleased to announce Abbotsford as the host location of the 2022 55+ BC Games.

Abbotsford is a vibrant and growing City, known as the hub of the Fraser Valley. The City has hosted numerous high profile sporting events including the BC Summer Games in 2016, BC Summer Games in 2004, the 2002 BC Disability Games and the 2006 BC Seniors Games – now called the 55+ BC Games.

The 55+ BC Games is an annual, multi-sport competition celebrating active and healthy seniors. With five days of competition and cultural events, the 55+ BC Games attract more than 3,000 athletes who participate in over 23 sports. Participants travel from across the province to experience the competition and camaraderie of the annual Games.

In 2017, an Economic Impact study found that the 55+ BC Games provide an impact of over \$3.3 million to the host community. In addition, Host communities benefit from the development of capacity to host large multisport events by training volunteers and improved infrastructure through the Games Legacy program.

Quotes:

Lisa Beare, Minister of Tourism Arts and Culture - "The 55+ BC Games not only casts a spotlight on British Columbia's vibrant 55-plus population, it gives host communities the opportunity to shine. Our government is proud to support the Games, which help B.C. residents stay active and engaged in their communities at any age."

Cindy Simpson, President BC Seniors Games Society – "On behalf of the Board and Members of the BCSGS I wish to congratulate the City of Abbotsford, located in Zone 3 Fraser Valley, on their successful bid to host the 2022 55+ BC Games to be held August 23 – 27, 2022. Our society and membership are looking forward to attending the games in Abbotsford area once again. Wishing the Host Society every success in hosting these games."

Henry Braun, Mayor, City of Abbotsford – "The City of Abbotsford looks forward to welcoming all of the athletes, trainers, fans and families to the 55+ BC Games in Abbotsford. Abbotsford is home to world-class athletic and performance venues as well as an active and

vibrant sports community. These games will have a positive impact on our community as well as the region and the province. ”

For more information, please contact:

Valerie Linton
Executive Director, BC Seniors Games Society
T: 604-992-4281
E: valerie@55plusbcgames.org

Alex Mitchell
Public Affairs Officer, City of Abbotsford
T: 604-751-3092
E: amitchell@abbotsford.ca

About the 55+ BC Games and the BC Seniors Games Society

The 55+ BC Games is an annual, multi-sport competition celebrating active and healthy seniors. The Games are funded primarily by the BC Seniors Games Society and the Provincial Government. They are an important part of the Sport 4 Life, Long Term Athlete Development plan with many of the Provincial Sport Organizations providing support to create a successful experience for the athletes.

The BC Seniors Games Society is the parent organization that is responsible for the overall governance of the Games, the sport specific rules, and the liaison with the senior participants.

Please visit www.55plusbcgames.org for more information.

About the Greater Victoria Sport Tourism Commission

The Greater Victoria Sport Tourism Commission is the successor to SportHost Victoria. Following local sport stakeholder consultations, a new model incorporating sport hosting and tourism marketing was recommended in 2017 to better align organizational resources in Greater Victoria into one sport-focused entity. The Greater Victoria Sport Tourism Commission was announced on February 13, 2018 to succeed SportHost Victoria. It will be housed as a highly autonomous entity within the legal structure of Tourism Victoria.