



THE CORPORATION OF THE TOWN OF COBOURG

Corporate Communications Department

Telephone (905) 372-4301

Toll Free 1-888-972-4301

Fax (905) 372-7421

Email: communications@cobourg.ca

MEDIA RELEASE

The Town of Cobourg Announces Cameco Corporation as Presenting Sponsor for the 2017 Ontario 55+ Winter Games

Numerous opportunities available for community members to get involved and participate in The Games

(Cobourg, ON) June 10, 2016 – The Town of Cobourg announced today that Cameco Corporation will be the presenting sponsor for the 2017 Ontario 55+ Winter Games (The Games). The Games Organizing Committee (GOC) took the opportunity today to announce numerous opportunities for community involvement in the three-day, multi-sport event.

At a news conference held at the Cobourg Community Centre, Dale Clark, Cameco's Vice-President of Fuel Services, stated: "We are excited to announce our partnership with the Town of Cobourg as Presenting Sponsor for the Cobourg 2017 Ontario 55+ Winter Games. The Games are consistent with our approach to community development as they will focus attention on the importance of life-long physical activity. The event will also provide an economic boost as competitors, friends and family will be visiting our community at a generally slow time of year for the tourism industry."

"We are pleased to announce that Cameco has signed on as the Presenting Sponsor for The Games," says Mayor Gil Brocanier, Town of Cobourg. "Their support will help our staff and the GOC prepare a memorable event for all participants and spectators."

Cameco is one of the world's largest uranium producers, a significant supplier of conversion services and one of two Candu fuel manufacturers in Canada. The company is the largest industrial employer in Northumberland County with operations in both Port Hope and Cobourg.

The GOC announced today opportunities for community involvement and participation in the Games. The Committee is seeking submissions from local artists, artisans or craft-persons to design and produce approximately 650 medals to be presented to the winners in each sport. Unique ideas are encouraged and are expected to be reflective of Cobourg and our surrounding area. Expressions of interest are due June 30, 2016, to the attention of Katie Litt, Event Assistant with Cobourg's Department of Recreation and Culture, 750 D'Arcy Street, Cobourg ON K9A 0G1.

GOC Co-Chair Paul Allen announced a call out to local volunteers interested in participating in the Games: "To ensure we make these games the greatest experience possible for all participants we are seeking volunteers to support one of The Games sub-committees. There are many areas for participation from special events to sport technical. Depending on your interests we have lots of exciting opportunities for you."

The Games will begin and end with exciting opening and closing ceremonies. The Games Special Events sub-committee is currently accepting applications from local talent to appear as part of the entertainment line-up for these ceremonies. Musicians, dancers, singers and other local talent are invited to submit an application and video clip of a sample performance to the attention of Katie Litt, Event Assistant, Cobourg Community Centre 750 D'Arcy Street, Cobourg ON K9A 0G1. Applications are due June 30, 2016.

Furthermore, as a symbol of community pride, unity and support for The Games, the GOC is asking for the donation of one thousand handmade scarves. The scarves will be gifted to all participants at the opening ceremonies. Knitting Clubs, crocheters, weavers and any other interested residents across Cobourg and Ontario are invited to participate in the 2017 Ontario 55+ Winter Games Scarf Project.

For more information visit Cobourg.ca, 'like' us on Facebook, follow us on Twitter and watch us on YouTube.





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“The 2017 Ontario 55+ Winter Games and the events leading up to them are an exciting opportunity for community involvement as we prepare to welcome more than one thousand participants, family and friends to the Town of Cobourg and surrounding communities,” says Mayor Gil Brocanier, Town of Cobourg. “The opportunity to host The Games is a wonderful opportunity to profile Northumberland County and all it has to offer. The GOC and the Town’s Department of Recreation and Culture are working hard to ensure a successful event that will have a lasting cultural impact on the Town of Cobourg.”

For additional information on the 2017 Ontario 55+ Winter Games and opportunities to get involved please visit <http://2017cobourg55wintergames.com/> or contact Katie Litt, Event Assistant with Cobourg’s Department of Recreation and Culture, 750 D’Arcy Street, Cobourg ON K9A 0G1, Phone: 905-372-7371.

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Media Contacts

Kara Euale
Communications Officer
Town of Cobourg
Ph: 905-372-4301 x 4105
E: keuale@cobourg.ca

Geoff Johnson
Program Manager
Ontario Senior Games Association
E: info@ontarioseniorgames.ca

Doug Prendergast
Manager, External Communications
Fuel Services Division
Cameco Corporation
E: Doug_Prendergast@cameco.com

About the Ontario 55+ Games

The Ontario 55+ Games is a program of the Government of Ontario delivered in partnership with host municipalities to support community development and lifelong physical activity. The three-day, multi-sport event is the only one of its kind in the province for older adults, and in February 2017, Cobourg will welcome approximately 1,000 participants who will compete in 10 different sports including: alpine skiing, badminton, curling, duplicate bridge, hockey, nordic skiing, skating, table tennis, ten pin bowling and volleyball.

About The Town of Cobourg

The Town of Cobourg is a lakeside community (population 18,500) located on the north shore of Lake Ontario halfway between Toronto and Kingston and has been recognized multiple times by MoneySense Magazine as “One of Canada’s Best Places to Live” in populations under 25,000.

Founded in 1798, Cobourg is rich in heritage offering a vibrant downtown, sophisticated small town atmosphere and renowned waterfront that serves as a popular getaway destination. As the largest town in Northumberland County, Cobourg is personified by historic Victoria Hall, hosts a 27.4 million community centre, an educated and skilled labour force, flourishing commercial sector and supportive municipal government. Cobourg has received the Federation of Canadian Municipalities Sustainable Communities Award, accolades from the Accessibility for Ontarians with Disabilities Act Alliance, and multiple heritage, environmental, and event awards.

About Games Ontario

The 2017 Ontario 55+ Winter Games is supported by the Ontario Government, through its Games Ontario program. This program delivers or supports multi-sport events, including the Ontario Winter and Summer Games for youth, the Ontario 55+ Summer and Winter Games, the Ontario ParaSport Games, the 2017 North American Indigenous Games and the 2017 Invictus Games.

Supporting Ontario sporting events is part of [Game ON – The Ontario Government’s Sport Plan](#), which is encouraging as many people as possible to play organized sports, helping Ontario’s high-performance athletes pursue excellence and promoting increased tourism and economic development.

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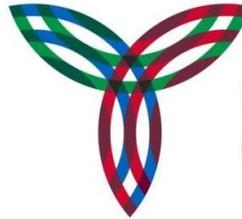
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