

**2010 Aboriginal Sport Athlete Poster Campaign
'Celebrate the Possible'**

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) recognizes sport plays a central role in promoting health and wellness within Aboriginal communities. VANOC has set a goal of achieving unprecedented Aboriginal participation in the planning and staging of the Games and is working to encourage greater Aboriginal participation in sport.

To support VANOC's efforts to utilize the 2010 Games as a catalyst to increase awareness of and participation in winter sport among Aboriginal people in Canada, VANOC plans to launch an **Aboriginal Sport Poster Series Campaign**.

In 2005, VANOC and the Aboriginal Sport Circle (ASC), Canada's national voice for Aboriginal sport, signed a Statement of Cooperation. This statement declares the intention to work together to take advantage of the opportunity the 2010 Winter Games provide to inspire and encourage more Aboriginal people to participate in sport across the country.

VANOC and the Aboriginal Sport Circle are requesting nominations for Aboriginal athlete role model candidates that may be featured in the first launch of the poster series campaign.

The following is a background of the poster series project and details regarding nomination qualifications and submission instructions. Thank you for your assistance and input towards this exciting and inspirational project.

Sincerely,

Lara Mussell Savage
Specialist, Aboriginal Participation
VANOC

PROJECT BACKGROUND:

Objectives of the Poster Campaign:

- To increase Olympic & Paralympic winter sport awareness among Aboriginal people in Canada
- To inspire and encourage sport participation among Aboriginal people in Canada
- To recruit Aboriginal athletes into winter sport participation
- To celebrate and recognize existing Aboriginal sport athlete role models

Campaign Details

- Target audience – Aboriginal people in Canada (First Nations, Inuit, Métis), particularly youth
- Poster to showcase male and female Aboriginal athletes
- Athletes featured in the series aimed to reflect all three Aboriginal groups from across Canada (First Nations, Inuit, Métis)
- Posters to be launched in phases (e.g. launch 2-4 posters every 1-2 years between 2006 and 2010)
- Tone of the campaign – inspirational, exciting, cool, youthful

Key Messages

- Aboriginal people are a part of the 2010 spirit in Canada
- Celebrate the spirit of 2010 - participate in winter sport!
- How to get involved and participate in sport (e.g. VANOC web link and possibly web link to ASC)

Distribution of Posters

- Aboriginal communities & organizations
- Aboriginal youth organizations, centres, conferences
- Aboriginal schools
- E.g.:
 - o Aboriginal Sport Circle & Aboriginal Sport Regional bodies
 - o Nat'l Aboriginal Hockey Championships
 - o Inuit Tapariit Kanatami & Regional affiliates
 - o National Inuit Youth Council – Youth Summit
 - o Métis National Council & Regional affiliates
 - o Métis Nat'l Youth Advisory Council – Youth Conference
 - o Assembly of First Nations & Regional affiliates
 - o AFN Youth Council
 - o First Nations Bands across Canada
 - o Tribal Councils
 - o Congress of Aboriginal Peoples
 - o CAP Nat'l Youth Council
 - o National Association of Friendship Centres
 - o Friendship Centres Youth Council - National Youth Forum
 - o National Aboriginal Achievement Foundation
 - o All-Native Basketball Tournament
 - o North American Indigenous Games
 - o Dreamcatcher: Nat'l Aboriginal Youth Conference
 - o Aboriginal Youth Network
 - o BC Aboriginal Network on Disability Society
 - o United Native Nations

ATHLETE NOMINATION & SELECTION PROCESS

The nomination call-out has been made to the Aboriginal Sport Circle Regional members (13 provinces/territories). There is no limit to the number of nominations that may be made by a regional Aboriginal Sport organization. Nomination call outs may also go out to other Aboriginal organizations.

Athlete role models to be featured in poster campaign will be selected by committee made up of representatives from VANOC and ASC. 2 to 5 athletes to be selected for the first launch of posters in the series to be issued in fall of 2006.

Nomination qualifications:

- Must be of Aboriginal ancestry (First Nations, Inuit, or Métis)
- Female and male athletes are eligible, including athletes with a disability
- An amateur athlete currently active in sport (winter sport preferred but not mandatory)
- Demonstrated achievement and leadership in sport and/or community
- Leads a healthy lifestyle and is considered a role model by their peers and community members
- Preference for athletes between 13 and 40 years of age

Nomination procedure:

- **Nomination deadline: Tuesday, August 8th, 2006 (5PM EST / 8PM EST)**
- **Nominations to be submitted to lara_mussellsavage@vancouver2010.com**
- **Please submit the following information in your nomination submission:**

NOMINATING ORGANIZATION: _____

ORGANIZATION CONTACT: _____ POSITION: _____

PHONE: _____ EMAIL: _____

NOMINEE INFORMATION:

NAME: _____ AGE: _____ M or F: _____

ADDRESS: _____ CITY: _____ P/T: _____

POSTAL CODE: _____ PHONE: _____ ALT. PHONE: _____

OCCUPATION: _____ EMAIL: _____

ANCESTRY/COMMUNITY (First Nations/Inuit/Metis): _____

SPORT(S): _____

SHORT ATHLETE BIO (e.g. athletic achievements/leadership, community contribution, healthy lifestyle/role model qualities. Provide examples of why this athlete would make a good candidate for VANOC's poster series campaign):

OPTIONAL:

Photo(s) of athlete

Letters of support from coaches, community leaders or other supporting documentation