

## **B.C. communities explore sport hosting opportunities at the 5<sup>th</sup> Annual BC Sport Tourism Events Marketplace**

**LANGLEY, B.C. APRIL 6, 2009** – More than 25 communities from around the province attended the 5<sup>th</sup> Annual BC Sport Tourism Events Marketplace at the Richmond Olympic Oval on April 1, 2009 to learn about opportunities to bring provincial, national and international sporting events and conferences to their regions.

For the second consecutive year working together, Langley was well represented, with Deborah Kulchiski, Executive Director, Tourism Langley, Christine Daum, Recreation Supervisor, City of Langley and Keith Miller, Community Recreation Manager, Township of Langley in attendance. The team met with various provincial sport organizations to highlight attractions and venues in our communities and our province, and to discuss opportunities to host events locally. These organizations included:

- Rowing BC
- Volleyball BC
- BC Wrestling
- Curl BC
- BC Ringette Association
- BC Athletics
- BC Senior Games Society
- BC Diving
- BC Golf Association
- Softball BC
- Gymnastics BC
- Baseball BC

“The full slate of appointments is a testament to the reputation Langley has with local, regional and provincial sport groups”, comments Deborah Kulchiski from Tourism Langley. “Our geographical position combined with excellent accommodation, facilities and services for the visitor make Langley an ideal sport hosting community”.

“With the establishment of the Sport Langley Advisor Committee in 2005, Sport Tourism has come a long way in the Langleys. The Marketplace is a great avenue to showcase our facilities, highlight our achievements and demonstrate to the Provincial Sport Organizations that our community leaders believe in the value of sport and recreation and are willing to support efforts to bring quality world-class events to our community”, notes Christine Daum, City of Langley.

“The event was an excellent opportunity to inform provincial sport organizations about some of the new facilities and programs that will be available to the sport community in Langley this year, including the new Langley Events Centre and Sport Langley’s new Sport Hosting Incentive Program”, said Keith Miller, Township of Langley. “These new opportunities were well received and will help draw new sport tourism opportunities to our community.”

A partnership between 2010 Legacies Now, Tourism BC and the Province of British Columbia, the BC Sport Tourism Events Marketplace offers community tourism representatives and provincial sport organizations a business-to-business opportunity to explore sport event hosting, learn about facility inventories and share best practices.

This year’s event included educational topics as diverse as case studies on sport marketing to diverse audiences, effective advertising and brand development, discussion on the Sustainable Sport and Event Toolkit Initiative, building enduring partnerships around events and evaluating which events to bid for and host.

CTV sports anchor Kathy Kovacs emceed this year's event, joined by speakers Chris Zimmerman, President and CEO, Vancouver Canucks and Canucks Sports and Entertainment; Stu Ballantyne, CEO of the 2009 World Police & Fire Games; and Ann Duffy, Corporate Sustainability Officer, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games.

For more information on the Sport Tourism Events Marketplace, please visit [www.bcsporttourismmarketplace.com](http://www.bcsporttourismmarketplace.com).

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