



# Let's get beautiful!

## Summer Games launches civic pride contest

### ***For Immediate Release***

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The Peace Region is a hidden gem of Alberta, with its vast sweeping landscapes and pristine wilderness. For many of the 5,000+ athletes, officials and guests who will be here for the 2010 Alberta Summer Games from July 19 to 25, this will be their first time in the Peace, so let's show them our best!

To encourage communities to decorate in the spirit of the Games, the 2010 Alberta Summer Games is launching the "Pride of the Peace" civic pride campaign. Decorate your business or organization to welcome the athletes, and show the rest of Alberta what we have to offer!

The "Pride of the Peace" civic pride campaign is open to any business or organization within the boundaries of the 10 communities who have come together to host the Summer Games. These communities are: Village of Berwyn; Town of Falher; Town of Grimshaw; Town of Manning; Village of Nampa; County of Northern Lights; Northern Sunrise County; M.D. of Peace No. 135; Town of Peace River; and M.D. of Smoky River No. 130

If you want to get your business involved, here are some ideas to get you started:

Our official Games colours are "orange" and "white." Our theme is "Peace, Sport, Spirit."

Our logo is based on the flow of the Peace River, a major tourist attraction for the region.

(Contact the Games office for a copy of the logo.)

Our mascots are Emma and James MacDonald, fictional Peace Country pioneers who arrived in the Peace Country from Scotland to farm their new homestead.

And the sports that will be played during the 2010 Alberta Summer Games are: Athletics; Baseball; Basketball; Beach Volleyball; BMX; Canoe/Kayak; Football; Inline Hockey; Lacrosse; Mountain Biking; Rugby; Soccer; Softball; Swimming; Water Polo.

Athletes range in age from 11 to 17, and represent all regions of Alberta. There are eight zones across the province. The Peace Country is zone 8 and our colour is royal blue!

The contest officially begins July 2, but already flowers are being planted in the Games colours of orange and white at host communities across the region.

One business or organization from each host community will be selected to win up to 10 shift passes during the Games. A shift pass includes either opening or closing ceremonies and three days worth of sporting events.

Entry forms must be received at the Games office by June 28 and judging will commence after July 9.

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ABOUT THE 2010 ALBERTA SUMMER GAMES

On July 19 – 25, 2010, the Peace Country is hosting the 2010 Alberta Summer Games. Over 3,000 athletes, coaches and officials will be visiting the Peace region to participate in Alberta's premier youth sporting event. The communities of Falher, Grimshaw, Manning, Peace River, Berwyn and Nampa, the MDs of Peace No. 135 and Smoky River No. 130, the County of Northern Lights and Northern Sunrise County are playing host to this multi-sport, multi-cultural extravaganza. Let's show these future Olympians some good old-fashioned Peace Country hospitality, in the spirit of the Games—good sportsmanship, competitiveness and camaraderie. For more information on the 2010 Alberta Summer Games, please visit [www.2010albertasummerngames.ca](http://www.2010albertasummerngames.ca)

Peace, Sport, Spirit