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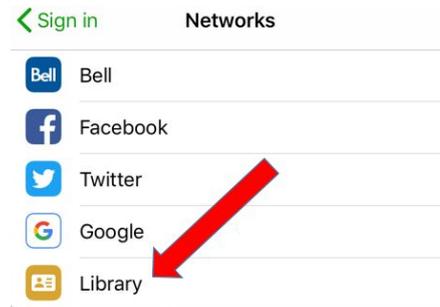
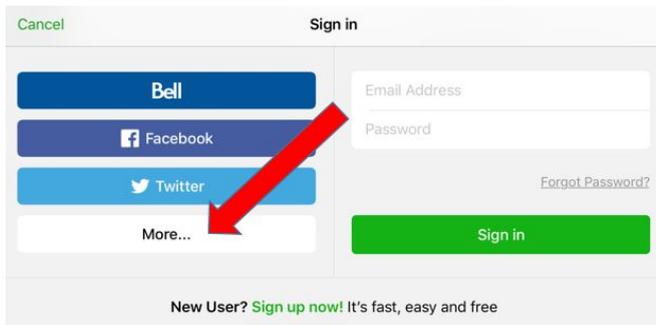
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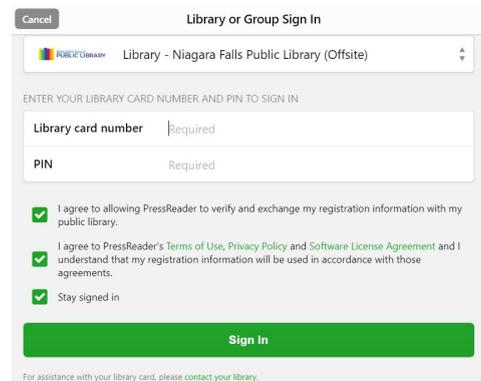
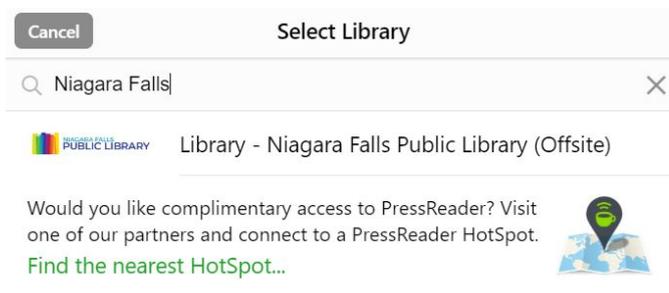
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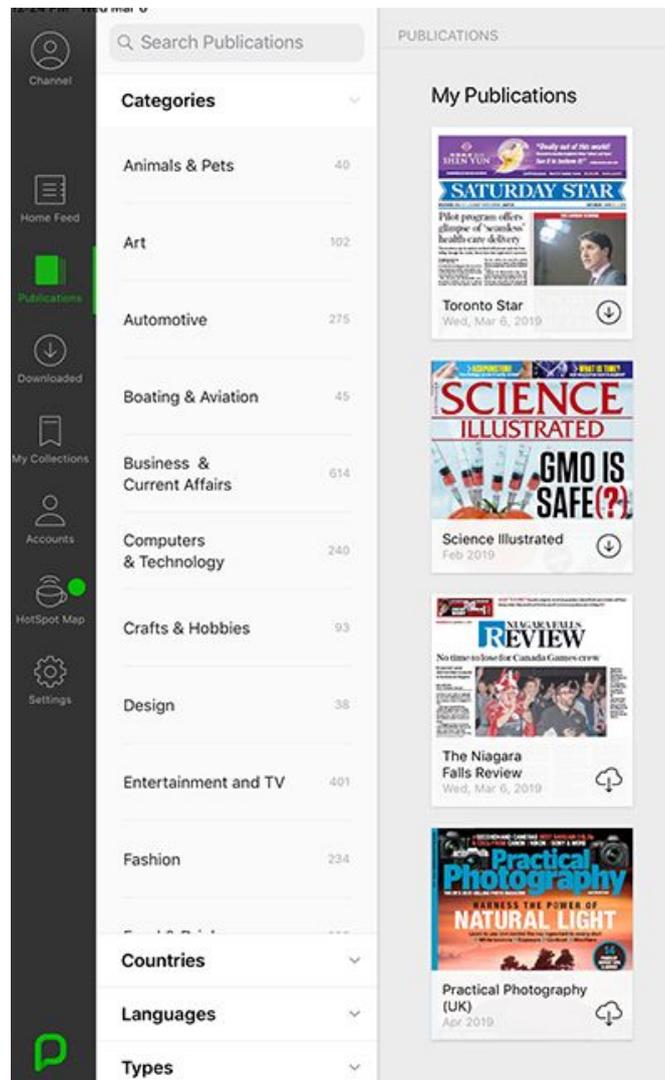


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**EVERY BODY HAS A BODY**

WEDNESDAY, MARCH 6, 2019

# NIAGARA FALLS REVIEW

## No time to lose for Canada Games crew

Event isn't until 2021 but there is much to be done in Niagara

**BILL SAWCHUK**  
The St. Catharines Standard

It's time to get down to business for the folks teaming up to bring the Canada Games to Niagara in 2021.

With the Canada Winter Games wrapping up last weekend in Red Deer, Alta., Niagara will play host to the next event on the Canada Games Council calendar.

A Niagara group of staff and board members have exactly 885 days to get ready. That may sound like a lot of time, but it will fly and the stakes are high.

Steve Katzman, chief revenue and marketing officer for Niagara's Games, said the event is a once-in-a-generation opportunity for the region.

The Games in Niagara will run Aug. 16 to 22, 2021, and are expected to draw 20,000 spectators and 4,000 athletes and coaches.

"We are working with all three levels of government right now without infrastructure plans—and all works out, and all the indications are that it will—the Games will have a legacy far beyond that lasts for decades.

"There will be facilities and upgrades and community infrastructure. Not only will the people of Niagara be involved in the Games, but that legacy will extend to our children and grandchildren."

Athletes from across the country will travel to Niagara and take part in what for many will be their first multi-sport event. Sixty-two per cent of athletes that will visit for Canada at the Olympics get their start at the Games, and former participants include Sidney Crosby, Catherine LeMay-Dowse, Steve Nash, Eugene Borshch and Russell Martin.

The provincial, federal and regional levels of government have pledged more than \$50 million in support with additional funding from the Canada Games Council. The Games also have a sponsorship program that could generate an estimated \$6 million, including \$2 million cash and \$4 million in value-in-kind contributions.

The Games make for a great event that should sell itself, but nothing will be left to chance, said Katzman. He has served as the chief marketing officer of the Edmonton Oilers and spent his last 20 years in the NHL, in business operations including sales, marketing, communications and strategic planning.

"A sponsorship plan starts with national brands, and there is a national footprint to these Games," Katzman said. "There will be corporate Canadian brands that want this national platform. There will be other brands looking for a provincial footprint, and still others looking for a regional focus."

"Right now, we are in the process of finalizing and finalizing our asset inventory. Once that is in place, we can begin some of these conversations."

"Sponsors want to be wherever the sports are taking place. We will have buildings, we will have fields of play, we will have courts and water facilities. It could be at a street festival. It could align with our mascot program. It could engage with our 5,000 subscribers. There are opportunities for small, medium and large companies to align with the Games."

The Niagara Games staff is headed by Harry Wright, an associate professor at the Brock University Goodson School of Business, who is the chief executive officer.

The board includes chair Doug Hamilton, a lawyer and world champion rower who purchased the Pumphouse Arts Centre in 1994 as a purely recreational project.

**Pumphouse Arts Centre celebrating 25 years**

**One of the region's most unique art galleries has several events lined up to celebrate its 25th anniversary this year.**

Located on Richards Street near the Niagara River, the Niagara Pumphouse Arts Centre opened in September 1994 as a purely recreational project.

**Cannabis store proposed for Niagara Falls**

**It's time to get down to business for the folks teaming up to bring the Canada Games to Niagara. With the Canada Winter Games wrapping up last weekend in Red Deer,**

**Alta., Niagara will play host the next event on A Niagara group of staff and board members have exactly 885 days to get ready. That may sound like a lot of time, b**

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The Niagara Falls Review | 06 Mar 2019

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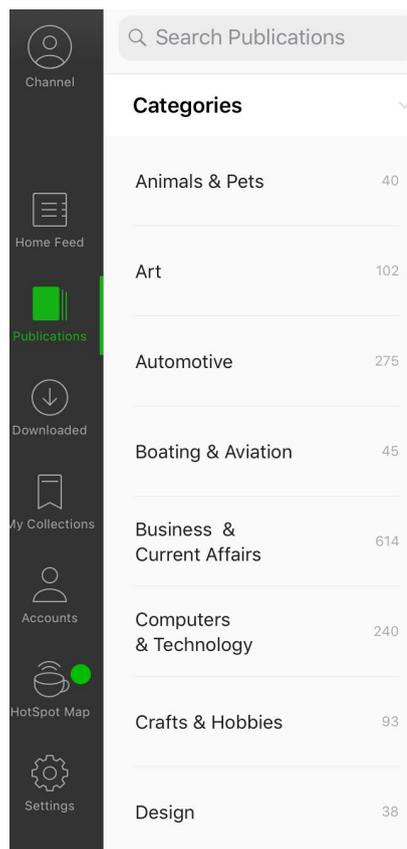
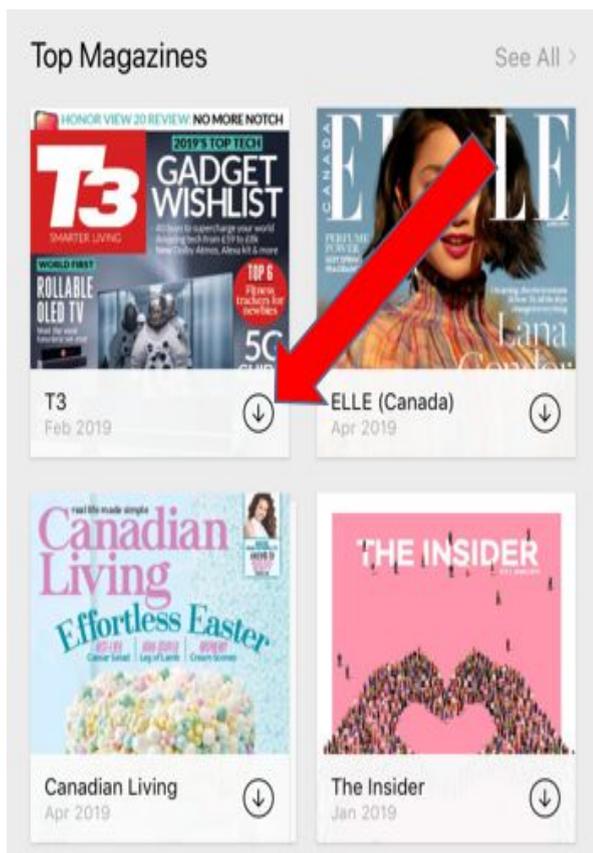
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