



UJUU news

ARCTIC WINTER GAMES
WHITEHORSE 2012

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Excitement Builds for 2012 Arctic Winter Games

After a 12 year break, Whitehorse is back in action!



Borealis, official mascot of the 2012 Arctic Winter Games, entertains students at Whitehorse Elementary



Whitehorse, YT – Still a little over four months away, the 2012 Arctic Winter Games are gaining momentum in the Yukon’s capital city. After a 12 year break from hosting the circumpolar sporting event, Whitehorse is springing back into action and looking forward to hosting amateur athletes from nine international regions.

While the Yukon has continued to send athletes to the Arctic Winter Games every second year, it is not as if Whitehorse residents took a break from hosting large-scale sporting events. The 2007 Canada Winter Games saw Whitehorse pull together an enthusiastic volunteer contingent that braved incredible cold to pull off a successful event under the national spotlight. Now, the 2012 Arctic Winter Games Host Society is hoping to take advantage of that experience.

“Whitehorse residents have a ton of volunteer experience,” says Host Society General Manager Chris Milner. “There is a lot of skill and expertise available. It is not their first rodeo.”

While it is estimated that 10 percent of Whitehorse’s population will need to pitch in to make the 2012 Games a success, many volunteers have already been busy helping the Host Society during the planning phase. Games-time

volunteers are starting to put their names forward as March 4th inches closer.

Whitehorse Mayor Bev Buckway, a former Arctic Winter Games athlete herself, has already picked her volunteer role and hopes that others will catch the spirit as well.

“I have filled out the application for accreditation and completed the records check. I am hoping to provide games-time transportation,” says Buckway. “I love meeting the people who are experiencing the Arctic Winter Games for the first time. I want to help foster that same feeling I had when I was a participant.”

A knowledgeable and experienced volunteer base has not been the only legacy left behind by the Canada Games. While many Whitehorse sports venues received major overhauls, the gem of Whitehorse’s sports facilities, the Canada Games Centre was constructed not just for the 2007 event, but to be a state of the art sports facility for other events, like the Arctic Winter Games, for years to come.

Besides the Canada Games Centre, which will host no less than five sports, other venues have received significant upgrades since the Arctic Winter Games were last held in Whitehorse.

“Mount Sima has a new chairlift and chalet. The Whitehorse

It is estimated that 10 percent of Whitehorse’s population will need to pitch in to make the 2012 Games a success.

waterfront will be great for hosting outdoor events, says Milner. “The Mount McIntyre Ski club has made some improvements and we will be using the Yukon Arts Centre as a cultural venue as well. We are really excited about the quality of our venues.”

As the opening ceremonies for 2012’s installment of the Arctic Winter Games draw closer and the buzz in Whitehorse grows, the push will be on recruiting and registering volunteers who want a front row seat to a true international sports event. Mayor Buckway feels this will not be a hard sell.

“It is not usually difficult to get volunteers for Whitehorse events. Everyone really gets out and does their very best.”




ARCTIC WINTER GAMES
WHITEHORSE 2012

GAMES WEAR FRIDAYS

Upload a picture of your office decked out in Games gear to the AWG2012 Facebook page, or email info@awg2012.org by 3pm on Fridays, for a chance to **WIN free coffee & muffins, or pizza for your office!**

Games wear is available now at Sportslife in The Hougen Centre, 305 Main St.




























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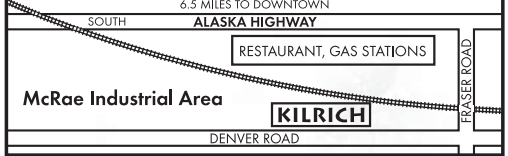
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Giving Tree provides tangible way to support the Games

Community members and businesses can participate as sponsors



It takes a lot of 'stuff' to put on the Arctic Winter Games and the 2012 organizing committee is making it easy for just about anyone to be a sponsor. This summer they launched the "Friends of the Games Giving Tree", which is a way for individuals or businesses to support the games by buying anything from hand warmers and snow shovels to sound systems and trail markers.

“ Everyone is a leaf and every leaf is equal in its importance. That's the beauty of the Giving Tree. ”

The Ulu News sat down with Kelly Proudfoot, Manager of Marketing, Sponsorship and Communications to learn more about the Giving Tree.

UN: So what is the Giving Tree?

KP: The Giving Tree is an excellent opportunity for community members and businesses within the community to participate in the games as a sponsor. They can help out by directly purchasing equipment that we need for the games. We are really excited about it because anyone can be involved.

UN: Why the Giving Tree?

KP: Because there are a lot of leaves that make up a tree and there are a lot of people that help make an event like the Arctic Winter Games happen. It's a community driven event – everyone is a leaf and every leaf is equal in its importance. That's the beauty of the Giving Tree.

UN: This is the first time an Arctic Winter Games has taken this type of approach to sponsorship. Why did you want to do this?

KP: I think everybody can relate to the Giving Tree. It is really exciting for people to have a really tangible way of supporting the Games and the opportunity to see it in action during the Games. You can go watch snowboarding and see the snowfence you helped purchase.

UN: What is the most expensive thing someone can buy on the Giving Tree?

KP: I'm pretty sure it is a snowboard pipe grinder for Mount Sima which is \$20,000. But for only \$20 you can buy some shuttlecocks for badminton, so there is a real range of things people can support.

UN: What are the most popular items people are supporting on the Giving Tree right now?

KP: I'd say balls, pucks, and stopwatches. And snow fencing. Who knew? We've had a lot of interest in supporting the purchasing of snowfencing.

UN: And what happens after the Games? Do people get to keep what they helped purchase?

KP: No. The equipment will go to either the individual sport or the venue where it is used. The sponsor gets a tax receipt for their donation. And the knowledge that they helped make the 2012 Arctic Winter Games a success. So really, everybody wins.

Visit the Friends of the Games Giving Tree at www.awg2012.org.

Friends of the Games
GIVINGTREE



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Photo: www.archbould.com

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Volunteer Spotlight

*Planning Volunteer invites everyone:
Come see where you fit in!*

Kelly-Anne Malcomson is our vibrant Orientation and Training Planning Volunteer. Arctic Winter Games was finally able to catch up to Kelly-Anne's energy and she graciously granted us a brief interview:

AWG: How did you first hear about Arctic Winter Games?

KA: I heard about Arctic Winter Games in 2000. I was new to town and had never been a part of an event like this before. I made a decision to get involved because it is a great way to meet new people and it is exciting to be part



Kelly-Anne Malcomson,
Orientation and Training Planning Volunteer

of something big. The cultural aspect of the Games was the motivating factor for my involvement.

AWG: What is your current volunteer role within the Games?

KA: My current role, as a Planning Volunteer, focuses on the general orientation and training of the 2500 volunteers that will be part of the Games. However, who knows what I'll be doing during Games time. I might have to get involved in another because it's just so much fun.

AWG: What is your favourite sport or cultural event within the AWGs?

KA: My favourite sport has to be Arctic Sports and Dene Games. I am awe-struck by the incredible feats of strength, balance, focus and stoicism these athletes possess and display. I find their athletic ability very inspiring.

AWG: Have you participated or competed previously at the Games?

KA: Yes! I was involved with the previous Canada Winter Games 2007 as a performer. I was part of the choir that sang the National Anthem during the Opening Ceremonies. I have participated as a mascot. I was involved with security at the Opening Ceremonies during the 2000 Arctic Winter Games.

AWG: What does the Games slogan "Play Your Part" mean to you?

KA: It is more than an invitation to get involved. To me, it says that there's a role for everyone to play whatever your skills or interests are. It is all-inclusive and accessible. I really like that it conveys the message: We need you. Come see where you fit in!

AWG: Why do you want to Volunteer for the Arctic Winter Games?

KA: What motivates me to get involved is the community momentum that makes large scale events such as the Arctic

Winter Games happen. I want to do my part by contributing as a Volunteer and find being part of the sweeping momentum very thrilling. For many athletes this is a momentous occasion in their athletic career, for it acts as a qualifying event. Some of these athletes even go further to compete in larger events such as the Olympics. I find being part of this stage and process energizing. I also really like the celebration of culture that comes with these Games.

AWG: If you could be a volunteer superhero, what would you want your superpowers to be?

KA: Easy! My superpowers would be the ability to clone myself because I always want to do more than is humanly possible! I have so many interests that I want to do it all!

AWG: What is your most memorable Games volunteer experience?

KA: My most memorable Games experience was singing "O'Canada" for the snowboarding medal ceremony at Mt. Sima during the Canada Winter Games 2007. The scheduled anthem singer was sick, and I had just arrived as a spectator, when a woman I knew from choir grabbed me and said:

“I am awe-struck by the incredible feats ... these athletes possess and display. I find their athletic ability very inspiring.”

“Thank goodness you're here. You're a real singer. Our anthem singer called in sick and my throat is too froggy. Would you stand in and sing O'Canada for us?” Me? Sing solo? Under a sunny blue sky up on the mountain? You bet I will!

So there I was, up on Mt. Sima, surrounded by all the colourful waving flags, on a sunny -25°C winter day singing solo to the crowd. What a thrill!

Arctic Winter Games 2012 would like to thank Kelly-Anne for taking the time to speak with us about her thrilling experiences as a volunteer. If you are interested in becoming involved and playing your part, please visit our website: www.awg2012.org for more information on how you can Play Your Part!



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Play Your Part: Volunteer

How, when and where to volunteer



Whitehorse Star file photo

The success of the Games is dependent upon the support of the community and the spirit of the volunteers. Come on out and Play Your Part!

Games Time Volunteers

Games Time Volunteers are volunteers that participate in a wide variety of jobs during the period of the Games. These positions include everything from Interpreters to Security, Medical Professionals, Motor Pool Drivers, Ticket Takers or Food Services Personnel. No matter what your interests or skill set is, there is a volunteer position for you!

Planning Volunteers

Planning volunteers are the ones that get the job done. As a planning volunteer, your responsibility will be to lead or be a member of a committee tasked with the responsibility of planning and implementing various components of the 2012 Arctic Winter Games.

In the months leading up to the Games, you will be responsible for creating and delivering the vision of the Games and along the way, meeting some terrific people and having fun!

We need planning volunteers right away, so if you're enthusiastic and passionate about sport, here is your opportunity to get involved.

Examples of Planning Volunteers are: Venue Security Representative; Venue Spectator Services Representative; Venue Volunteer Representative; Recruitment Ambassadors; Mascot Team.

Sport Volunteers

The Arctic Winter Games Host Society is looking for sport officials and members of governing sport organizations to volunteer during the 2012 Arctic Winter Games.

Choose from: Arctic Sports; Dene Games; Alpine Skiing; Badminton; Basketball; Biathlon; Cross Country Skiing; Curling; Dog Mushing; Figure Skating; Gymnastics; Hockey; Soccer; Snowboarding; Snowshoeing; Speed Skating; Table Tennis; Volleyball; Wrestling.

No matter what your technical skill or level of experience is, we can accommodate you and ensure that you are within your sport of choice.

How do I sign up?

- 1) Go online www.awg2012.org and click on "Play Your Part: Volunteer" to fill out the online application; or
- 2) Call the 2012 Arctic Winter Games Host Society office at 393-2010

How many hours do I need to volunteer?

Games Volunteers will be asked to commit to a minimum of at least 12 hours from March 4th-10th, 2012. However, if you are looking to give more time you are encouraged to contribute as much as you want.

Can youth volunteer for the Games?

Absolutely! Prospective volunteers need to be 14 years old as of December 31st, 2011 in order to be legally eligible to volunteer for the Games

Will my personal information be stored securely?

Yes; the database of volunteer information is maintained by the 2012 Arctic Winter Games Host Society who ensures that the information is used only for purposes related to the Games.

Why volunteer?

The Games is an internationally recognized sporting and cultural event. By volunteering, you can be an integral part of this spectacular circumpolar event while representing the Yukon.

Meet new people, make new friends, and make a difference in your community.

Volunteering Benefits – The 'Extra' Story

Aside from the warm and fuzzy feelings that come with volunteering, Arctic Winter Games wants you to know that volunteers receive the following benefits:

- Volunteer Exclusive Events: there will be Arctic Winter Games events before and after the Games, Volunteers will be "in-the-know" as to when these events will happen
- Volunteer Jacket and Shirt: each volunteer will receive a jacket and shirt in recognition of their efforts
- Volunteer Recognition Party: each volunteer is invited to this post-Games event and will get a chance to re-live memories, and exchange stories
- Volunteer Pin: each volunteer will receive a pin, either to keep or to use as a trading piece.

Play Your Part and participate in the experience of a lifetime!

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2012 AWG TICKET PRICES

Opening Ceremony	\$40
Day Pass	\$15
Super Pass	\$30
Cultural Event	\$35
Gold Medal Hockey Game	\$15
Closing Ceremony	\$40

Discounts will be available to seniors and children.

Tickets on Track for November Launch

Just in time for Christmas!

Whitehorse, YT – With excitement building towards the Arctic Winter Games, the AWG Host Society has announced that tickets will become available for purchase on November 15th, just in time for the Christmas season.

“We really wanted to make these games accessible to most people, so we worked hard to find ways to keep costs down and keep passes flexible,” says Ticketing Chair Shanna Epp. “There is just so much to see during these types of events and with the Super Pass we think people will really be able to get their money’s worth.”

Sportslife will be the primary retail outlet for pre-games ticket sales. They are located at 305 Main Street in downtown Whitehorse.

Day Passes will get you into any sport venue for one day only, while a Super Pass covers your entry for the duration of Arctic Winter Games competition, including gold medal games (except hockey). Opening and Closing Ceremonies tickets, Cultural Events, and Gold Medal Hockey tickets will be sold separately.

Ticket prices break down on left.



Shanna Epp, Games Ticketing



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