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2010 & BEYOND NEWS RELEASE

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Tourism Vancouver Island, in partnership with Island Coastal Economic Trust (ICE-T), unveils strategy to promote the Vancouver Island and Sunshine Coast regions in 2010 & Beyond program.

BUSINESSES URGED TO TAKE ADVANTAGE OF ONE-TIME GOLDEN OPPORTUNITY WHEN ENTIRE WORLD WILL BE FOCUSED ON REGION.

Tourism Vancouver Island, in partnership with its communities, has developed a focused strategy to highlight the tourism opportunities of the Vancouver Island and Sunshine Coast regions by leveraging the 2010 Winter Olympic and Paralympic Games.

The 2010 BC Winter Olympic and Paralympic Games will draw an estimated three billion TV viewers and 15,000+ accredited and unaccredited media to the region. Vancouver Island and the Sunshine Coast are ideally situated to capture the world's attention and increase visitation and visitor expenditures in our regions by promoting our unique destination products and diverse arts, culture and scenic beauty.

Creating a desirable economic impact will require extensive tourism marketing. This impact must be earned by delivering a focused, well-funded and skillfully executed marketing program. The Vancouver Island and Sunshine Coast *2010 & Beyond* program will focus on developing tourism growth and awareness opportunities presented by the 2010 Winter Games and by fostering a legacy of opportunity well after the Games are finished.

The *2010 & Beyond* strategy was developed in partnership with Island Coastal Economic Trust (ICE-T), and will be made possible by financial contributions from Industry Partners, Community Groups, Economic Development Commissions, Municipalities and Corporations who see the potential of economic growth in the region.

PacificSport has committed to help organize and administer the *FutureStars* initiative, a particular program endeavor which will promote emerging athletes who hail from the region. Black Press, publisher of award-winning community newspapers, has pledged extensive coverage of *FutureStars*, as has "A" British Columbia who will highlight our emerging athletes during local programming and featured news editorials. Both media groups will provide massive, primetime vehicles for sponsorship recognition.

Regional business interests are invited to showcase their community support and sponsor these and other quality, creative ventures designed to attract and capture the attention of visiting tourists and the media.

Marketing strategies will include pre-, during and post-2010 Games opportunities with a primary emphasis on unaccredited media focusing on destination stories surrounding the Games. The strategy will involve media relations, travel trade relations, paid media and a prominent presence at Olympics based media events in both Vancouver and on Vancouver Island. Industry and corporate sectors will benefit from the financial impact of the resulting increase in tourism revenues to the region because of the Vancouver Island and Sunshine Coast *2010 & Beyond* Strategy.

The strategy will increase awareness of the Vancouver Island and Sunshine Coast destinations to an international audience before, during and after the Games and will offer many unique opportunities for regional businesses to promote tourism products and services under a unified strategy that will guarantee their efforts are not wasted or obscured by the expected media frenzy.

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Potential partners wishing detailed information regarding corporate integration opportunities are invited to contact:

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