



**COWICHAN
2008**

**THE JOURNEY OF
A GENERATION**

**LE PARCOURS
D'UNE GÉNÉRATION**



**COWICHAN 2008
NORTH AMERICAN
INDIGENOUS GAMES
SOCIETY**

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NEWS RELEASE

Cowichan 2008 North American Indigenous Games

FOR IMMEDIATE RELEASE

May 29, 2008

Corporate and Community Partners Announced Cowichan 2008 North American Indigenous Games

DUNCAN, BC – At Comeakin House, on the grounds of the Quw'utsun' Cultural and Conference Centre, Chief Lydia Hwitsum and Cowichan 2008 Chair Calvin Swustus welcomed 13 new corporate and community partners to the Cowichan 2008 North American Indigenous Games sponsor family. At a special ceremony celebrating these partnerships, Calvin Swustus announced, "The sponsorship commitment by these national, regional and local organizations adds up to over \$750,000 for the Games. These unique partnerships positively impact the Games experience for athletes, visitors, and Cowichan Valley residents."

Platinum level corporate partners announced at the Cowichan 2008 ceremony include the Island Coastal Economic Trust, the Canadian National Railway Company, and Tulalip Tribes of Washington State.

Petro Canada will be the Official Fuel Supplier for the Games, offering substantial support to the transportation program tasked with shuttling 5,000 athletes to over 50 different Games venues.

Silver level sponsors include the New Relationship Trust and the Bank of Montreal (BMO), who as part of their sponsorship will add the resources of their regional branches and personnel to support the operations and volunteer programs of the Games.

Additional sponsorship commitments include the British Columbia Lottery Corporation, Encana Corporation and Tek Cominco Ltd / Elk Valley Coal at the Bronze level.



Concluding the sponsorship announcement, Swustus recognized the significant community partnership assistance and support of the British Columbia Ferry Corporation, Shawnigan Lake School, Brentwood College and Vancouver Island University in the Games operational program. "The Cowichan people are very pleased with the support generated for the 2008 Games. It proves our extended community's willingness and interest in creating an outstanding experience for the youth of our nations."

Several other Cowichan 2008 partnerships, including media sponsors, are expected to be announced shortly.

The Cowichan 2008 North American Indigenous Games will be hosted across the Cowichan Valley, British Columbia, from August 3 to 10, 2008. The Games are an international celebration of youth, sport and culture, featuring 15 sport competitions and a large-scale cultural festival. Cowichan 2008 will showcase elite Indigenous athletes and artists from across Canada and the United States.

The North American Indigenous Games will involve 5,000 junior athletes (age 13-19) and 500 senior athletes (age 20+), competing in 15 sports, as well as 3,000 cultural performers and more than 3,000 volunteers. The Games are expected to generate more than \$30 million in economic activity in the Cowichan Valley and surrounding regions.

For more information on the Cowichan 2008 North American Indigenous Games, please visit www.cowichan2008.com

FOR MORE INFORMATION, PLEASE CONTACT:

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Newly announced sponsors of Cowichan 2008 North American Indigenous Games:

PLATINUM SPONSORS:

- Island Coastal Economic Trust
- Canadian National Railway Company
- Tulalip Tribes of Washington

OFFICIAL FUEL SUPPLIER

- Petro Canada Oil & Gas

SILVER SPONSORS:

- Bank of Montreal
- New Relationship Trust

BRONZE SPONSORS:

- Encana
- British Columbia Lottery Corporation
- Tek Cominco/Elk Valley Coal

COMMUNITY PARTNERS:

- British Columbia Ferry Corporation
- Shawnigan Lake School
- Brentwood College
- Vancouver Island University

Existing sponsors of the Cowichan 2008 North American Indigenous Games:

FUNDING PARTNERS:

- Cowichan Tribes
- Government of Canada
- Government of British Columbia
- Cowichan Valley Regional District

PROGRAM PARTNERS:

- BC Hydro
- BC Transmission Corporation
- BC 150

VOLUNTEER PROGRAM PARTNER:

- Three Point Properties

COMMUNITY PARTNERS:

- Cowichan Valley School District 79