



ARCTIC WINTER GAMES
WHITEHORSE 2012

MEDIA ADVISORY

COME AND JOIN US FOR THE ARCTIC WINTER GAMES 2012 ONE YEAR COUNTDOWN!

We are honoured to have the Arctic Winter Games International Committee arriving on March 2nd to celebrate this important milestone.

See below our exciting line-up of events taking place from March 2nd-4th in Whitehorse, Yukon

DATE	EVENT	LOCATION
Wednesday March 2 nd 8:30 - 8:45	2012 ARCTIC WINTER GAMES MASCOT LAUNCH Meet "Borealis" – the husky mascot that was born from the Northern sky, as he makes his first appearance of the Games!	Whitehorse Elementary Gymnasium
Thursday March 3 rd 16:45 - 17:00	YEAR OUT LAUNCH SHOW <ul style="list-style-type: none"> ▪ Meet Olympian Zach Bell, Athlete Ambassador of the Games ▪ Witness the official hand-off to delegates from Team Alaska to officially kick-off the Theme Song Relay ▪ Our Volunteer Registration Kick-Off will begin ▪ Be the first to see the Official Games merchandise featuring the work of local First Nations artist Mark Preston ▪ Meet Borealis, the Games' Official mascot 	Canada Games Centre Concourse
17:00 - 19:00	BUSINESS AFTER HOURS Hosted by Whitehorse 2012 Arctic Winter Games Host Society and Air North, Yukon's Airline, with hospitality provided by Yukon Brewing	MacBride Museum
Thursday March 3 rd	THEME SONG LAUNCH <ul style="list-style-type: none"> ▪ For the first time in the Games' history, rather than passing a torch or flame, a theme song will be relayed between the 9 participating regions of the Arctic Winter Games. ▪ This Theme Song Relay will connect the circumpolar North through song, sound and images. ▪ <i>Root Sellers</i>, the young dynamic Yukon musicians commissioned to compose the theme song, will be there to introduce and teach it to the young people. 	École Émilie-Tremblay 11:45-12:30
Friday March 4 th		Porter Creek Secondary 10:00-11:00 FH Collins Secondary 11:45-12:00 Vanier Catholic Secondary 1:30-2:00

A press kit containing more detailed information will be sent out on March 1st, 2011.

For more information, contact:

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