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(3) Special programs and events

(a) Canada Games

The Canada Games are a means for providing a first taste of national-level competition to promising young athletes. Originally held at Quebec City in February 1967, they are now held in a different city every two years, alternating as winter and summer events. The Canada Games bring together approximately 3,500 athletes from across the nation organized into provincial teams. Indicative of the success of this program is the fact that many of the provinces now stage provincial games. Another offshoot is the Arctic Games, which are held every two years for athletes who live north of the 60th Parallel. Other benefits of the Canada Games are the provision of high-quality facilities in the host cities, as well as the encouragement of national unity.

(b) Sport-demonstration tours

In 1969, Harry Jerome, a world-record-holding sprinter, led a group of athletes across Canada in an effort to show the fun and skills of a number of sports. The success of this effort has led to the continuation of these sport tours during the summer months through the use of community and town fairs and exhibitions. The demonstration tour is also a useful medium for the Canada Fitness Award.

(c) Canada Fitness Award

The Canada Fitness Award was developed and launched in October 1970, and is based on six fitness-performance tests that give boys and girls from seven to 17 a general idea of their general physical condition. The main objective of the fitness award is to stimulate, encourage and motivate Canadian youth to strive for excellence and reach higher levels of fitness that will pay dividends to them and Canada in the future. Bronze, silver and gold crests are awarded on a basis of the degree of achievement. In October 1972, the millionth Canada Fitness Award Crest was presented.

(4) Services

(a) Information

This operation consists of disseminating to the Canadian public information relating to the Fitness and Amateur Sport Program and the services it provides. Press releases and interpretative articles

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