

## **Benefits of Winning the Bid**

### **Economic**

- A successful bid by Canada would generate tens of thousands of new jobs and millions of dollars in economic activity across industries ranging from construction to tourism to manufacturing.
- Holding the 2010 Winter Games in Vancouver and Whistler would accelerate much-needed infrastructure projects that would benefit residents, as well as visitors from across Canada and abroad.
- The sizeable international attention sparked by the 2010 Winter Games would boost offshore markets for such Canadian products and services as wine, produce, wood products, adventure and eco-travel, and First Nations and other Aboriginal art. The ripple effect, particularly in tourism, would be felt across the country.
- In the two years prior to the Games, the municipalities of Vancouver and Whistler and the province of British Columbia would host World Cup or World Championship events featuring every winter Olympic and Paralympic sport.
- With Olympic-standard expertise and infrastructure, host cities of Winter Games go on in future years to attract international sports and cultural events that continue to bring visitors, generate media coverage, and create economic growth.

### **Canada's athletes**

- Hosting the Winter Games in 2010 would bring tangible benefits for Canada's developing and high-performance athletes in the same way that the 1988 Calgary Games created world-class training and competition sites.
- In support of Vancouver 2010, Canada and British Columbia have each committed \$310 million to improve athletic facilities, and to build and operate new sites — so Canadian athletes reap the benefits before, during, and after the Games.