

Going for It

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An aggressive bid by Toronto, Ontario, to host the XXVI Olympic Games in 1996 reflects the entrepreneurial energy and vibrant spirit that have made Canada's largest city a centre of sporting activity and the location of choice for a wide range of international events.

Situated on the shores of beautiful Lake Ontario, Toronto has emerged as a world-class centre of trade, commerce and finance. Toronto's proposal to the International Olympic Committee (IOC) builds on a rich multicultural heritage and makes effective use of excellent sport and recreation facilities in and around the city as the basis for the most compact Olympic Games in recent memory.

Solid and original planning, a friendly and enthusiastic community, a stable political environment, and a world-class sports medicine centre with state-of-the-art drug-testing capability . . . every aspect of the Toronto plan demonstrates the careful attention to detail that will make the 1996 Games one of the best Olympiads ever.

Community Involvement

Toronto's approach to its Olympic bid recognizes that enthusiasm is an essential ingredient. "Enthusiasm is what drives the Olympics, and certainly drives the athletes," says Paul Henderson, President of the Toronto Ontario Olympic Council (TOOC). For Toronto, maintaining an upbeat atmosphere has meant "harnessing the energy and spirit of a variety



of multicultural and ethnic groups," he notes. "When you blend that together it's a powerful force, and a positive one for the Olympic movement."

But community involvement is just one of the crucial elements that Toronto has assembled in its bid to host the 1996 Games. The city boasts the sports infrastructure to make the Olympics work, the modern conveniences to make visitors welcome, the telecommunications capability to transmit the Games to the world, and the multicultural heritage to reflect the vitality of the Olympic ideal. TOOC has also brought together a group of 74 partners to support the bid, spanning most corporate sectors and four levels of government.

Toronto's Olympic Plan

A state-of-the-art Olympic Stadium, a compact and convenient downtown lakefront setting, and a variety of interesting venues in and around the city are key components of Toronto's Olympic plan. While the bid is ambitious in the scope of activity it presents, Toronto planners have been careful to build compactness and cost-effectiveness into their proposal: Toronto will stage more events within a 10-km radius than either the Munich or Los Angeles Games. And existing facilities will be upgraded to Olympic standards wherever possible, to reduce the cost of staging the Games. Construction of the Olympic Stadium and

Villages, as well as the Aquatic Centre, rowing course and velodrome, will be managed carefully to avoid debt and meet all commitments required by the IOC.

Highlights of Toronto's Olympic plan include:

- construction of a 75 000-seat, open-air Olympic Stadium with natural grass field on the site of the present Exhibition Stadium;
- waterfront locations for the 15 000-seat Aquatic Centre, the rowing course, and the Olympic yachting basin, as well as the IOC headquarters hotel;