

MISSION STATEMENT

XIII Pan American Games

July 23 - August 8, 1999

The 1999 Pan American Games will give all the communities in which the Games take place the opportunity to rekindle a sense of excitement, optimism and shared vision as we approach the 21st century.

The Games provide the City of Winnipeg, the Province of Manitoba and Canada with a vehicle to promote new North and South economic and cultural relationships and, further, to showcase the City, the Province and the Country as attractive and dynamic communities.

The Games will be a first class athletic event run for the benefit of athletes in a fiscally responsible manner.

GAMES LOGO

The Pan Am Games logo is a symbol of celebration. For the people who will come together in 1999, this event celebrates life, sport, competition, friendship, culture, and the strength of the human spirit.

The logo design captures both universal and uniquely Manitoba symbols. Upon first glance, one can see a flame, the familiar symbol of Games and sport excellence. The flame can also be seen as the welcoming sun, and as the head of a person whose outstretched arms invite the people of the Americas to Winnipeg. These arms can also be interpreted as the lanes of a track.

The converging lines are also emblematic of two local symbols: the joining of Winnipeg's two rivers, the Red and Assiniboine, at the historic Forks site; and Manitoba's flowing fields of grain.

The Pan Am logo, with its vibrancy and universal appeal, is the face we present to the world. The 1999 Pan Am Games are the third largest sporting event ever to be held in North America, and they will be seen by more viewers in the Western Hemisphere than any other Pan Am Games in history. The logo's dynamic design will become a familiar sight in all 42 competing nations in North, Central and South America and the Caribbean.