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Toronto Bids for
the 1996 Olympic Games

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This issue of *Canada Reports* is devoted to Toronto's candidature for the 1996 Olympic Games. In asking members of the International Olympic Committee (IOC) for the honour of hosting the Summer Olympics, Toronto is well aware of the responsibility that such a privilege will entail. But in view of the outstanding facilities and services that the city possesses and the skills and commitment of its Olympic supporters, Toronto is well equipped to take on the responsibility.

Toronto is the ideal model of the emerging global village. People from every part of the world have chosen Toronto as their home and have made it a city with a truly international urban culture, a

city that openly rejoices in the diversity of its people. This spirit is what makes Toronto unique, and this is the heart and soul of what the city can offer as host of the Games of the XXVth Olympiad — the first Games of the new Olympic century.

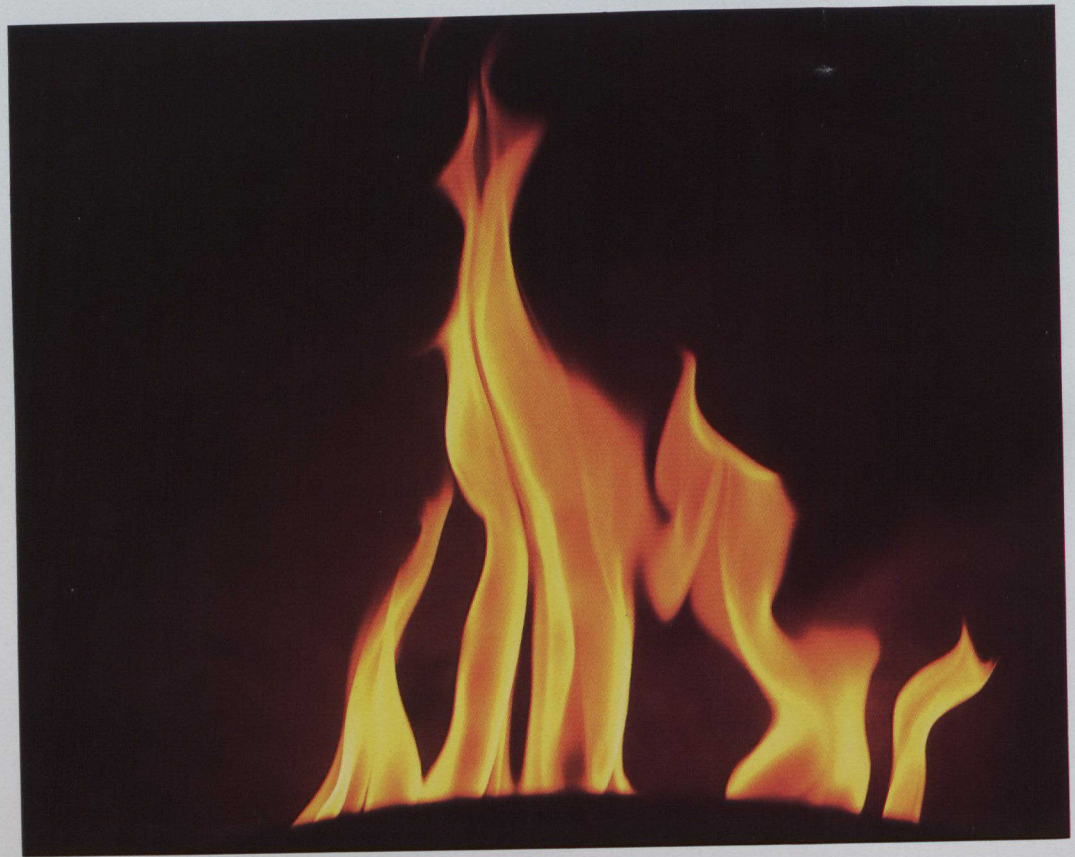
In staging the Games, Toronto's prime objective will be to bring honour to the Olympic movement, to demonstrate that its principles are still powerful and relevant, and to foster — not only in Toronto, but all over the world — an Olympic spirit and pride that all nations will cherish forever.

Toronto has all that it takes to make the 1996 Games a success: sound financial resources, public support, impressive facilities, organizational expertise and

experience, excellent urban infrastructure, highly developed security, communications and transportation networks, and the ideal summer climate.

Hosting the 1996 Olympics in Toronto is viewed as an exceptional opportunity for Canadians to come together and welcome the world. It is a way for Canada to demonstrate its belief in sport as a symbol of human excellence and a means of bridging borders and overcoming differences.

In the pages that follow, the key elements of Toronto's bid to host the Games are discussed. Also highlighted are many of the city's qualities along with the many attractions the city has to offer both its residents and its visitors.



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;



© Peter Sibbald

- an "international neighbourhood" focus for many events that will take place within Toronto's multicultural communities;
- extensive use of the Sky-Dome, a 60 000-seat stadium completed in 1989, for a variety of sporting events, finals and cultural programs;
- construction of a 7 000-seat velodrome at Centennial Park, a 213-ha, multi-use recreational facility in suburban Etobicoke;
- major expansion of the National Tennis Centre at York University;
- availability of world-class hospital and medical services, including an outstanding emergency health infrastructure, a specialized centre for sport and recreational medicine, rigorous drug-testing facilities and procedures, and a medical community with the ability to treat patients in 80 different languages; and

Toronto's rich cultural diversity is immediately evident to anyone who walks the city's streets.

- reliance on a range of other facilities, including Maple Leaf Gardens hockey arena, Varsity Stadium and Arena at the University of Toronto, the O'Keefe Performing Arts Centre, and venues in 28 other southern Ontario communities.

Toronto is also planning to link sporting events with a major cultural festival, which will play an important role in extending the city's rich multicultural heritage to residents and tourists alike.

"Everyone Has a Relative..."

TOOC's statement that "everyone has a relative in Toronto" reflects the international flavour and sophistication of one of the great cities of the world.

Indeed, Toronto is Canada's largest metropolitan region. Looking beyond city limits, Toronto is located within a one-day drive of more than 140 million people, representing 70 per cent of the continent's purchasing power, and within a one-hour flight of North America's largest cities, including New York, Chicago, Detroit, Boston and Montreal. It is also the major hub for two of the world's largest railways, with freight and passenger links across the continent, and its port is strategically placed for use by Great Lakes and international vessels.

Economic Profile

Toronto's waterfront skyline is dominated by several large bank towers, which demonstrate the city's role as an important financial centre, and by the CN Tower, the world's tallest free-standing structure. Over the years, Toronto has emerged as an international leader in manufacturing, commerce, culture, fashion, publishing, and medical and telecommunications research. Metropolitan Toronto's economic profile includes:

- the head office of 40 per cent of Canada's top 500 industrial companies;
- Canada's largest stock exchange, with annual trading volume of C\$44 billion;
- 14 per cent of Canada's labour force and 18 per cent of the nation's manufacturing jobs;

- annual retail sales in excess of \$20 billion;
- over 17 million visitors per year; and
- solid international linkages, as demonstrated by 46 foreign consulates and 10 foreign trade commissions.

A World Leader in Telecommunications

For an event such as the XXVI Olympiad, the best in international telecommunications should be considered a minimum standard. The Toronto bid reflects the capabilities of a world-class telecommunications network that is ready and able to provide a full range of services and expertise — from satellite links and high-definition television, to cellular telephones and pagers.

It is this meticulous attention to detail, combined with inspired use of high technology, that has enabled Canada's broadcasting and telecommunications companies to build a world reputation for excellence. In recent years, Canadian firms have demonstrated their capabilities in connection with several high-profile international events, including the 1978 Commonwealth Games, the 1984 papal visit, Expo 86 in Vancouver, the 1988 Economic Summit in Toronto, and the 1988 Calgary Olympic Winter Games. Toronto is considered to have the greatest volume of television signals in the world, and the Canadian telecommunications industry already has the expertise and infrastructure to surpass the IOC's minimum standards for facilities and services.



Key links in Canada's communications infrastructure include:

- Northern Telecom, a multinational supplier of telecommunications equipment with headquarters in Ontario;
- Teleglobe Canada, whose vast network of satellite and undersea cables links Canada with more than 200 countries;
- the Canadian Broadcasting Corporation (CBC), whose Host Broadcaster Group supports event coordination and worldwide distribution of sound and images;
- CTV, a national network of privately owned television stations with a wealth of experience and technical skills arising from past involvement in international events; and

Olympic sporting events will be linked to a major cultural festival.

- The Sports Network (TSN), a Toronto-based cable service with excellent transmission, reception, production and post-production facilities.

A Truly International City

Toronto's multicultural heritage, its racial and ethnic harmony, and its consistently high participation in sports and the arts, reflect the ideals that should be highlighted in 1996, the 100th anniversary of the Olympic Movement.

While 45 per cent of Toronto's residents are of British origin, the majority of the population is drawn from more than 100 cultural and ethnic groups. Canada's official languages are English and French, but 31 per cent

of Toronto residents identify some other language as their mother tongue.

This rich cultural diversity is immediately evident to anyone who walks the streets of Toronto. Greek, Chinese and Italian communities are marked by street signs that appear in English and the heritage language of the community. Shops, cafés and restaurants reflect the vitality of the city's many and diverse ethnic communities.

One measure of the strength of Toronto's multicultural community is the sheer scope of institutional support for heritage languages. The city has close to 100 community newspapers and journals published in 35 languages other than French or English, as well as two radio and three television stations that offer full-time multicultural programming. CHIN radio provides AM and FM broadcasts in over 30 languages.

Multicultural education is also a major focus. For almost 20 years, the Toronto Board of Education has been a leader in programs to ensure educational opportunity for immigrant children. By 1983, the board offered courses in 30 heritage languages — a tremendous feat for any city!

Countdown to Tokyo

For Torontonians, and indeed all Canadians, September 1990 will determine whether a dream can come true. Members of the IOC will meet in Tokyo to vote on which city will host the 1996 Olympic Games. And millions of supporters will be watching closely to see whether Canada's largest city can win the race that precedes the opening ceremonies. 🍁

Situated on the shores of beautiful Lake Ontario, Toronto has emerged as a world-class centre of trade, commerce and finance.



Premier Venues for Toronto Games

Toronto is one of Canada's major centres for both participatory and spectator sports. The city and its surroundings have a vast inventory of facilities for all types of individual and team sports, including those of the Olympics. Toronto's professional teams are in the major North American leagues, and the abundance of first-class stadiums and arenas is evidence of sport's ability to draw large crowds.

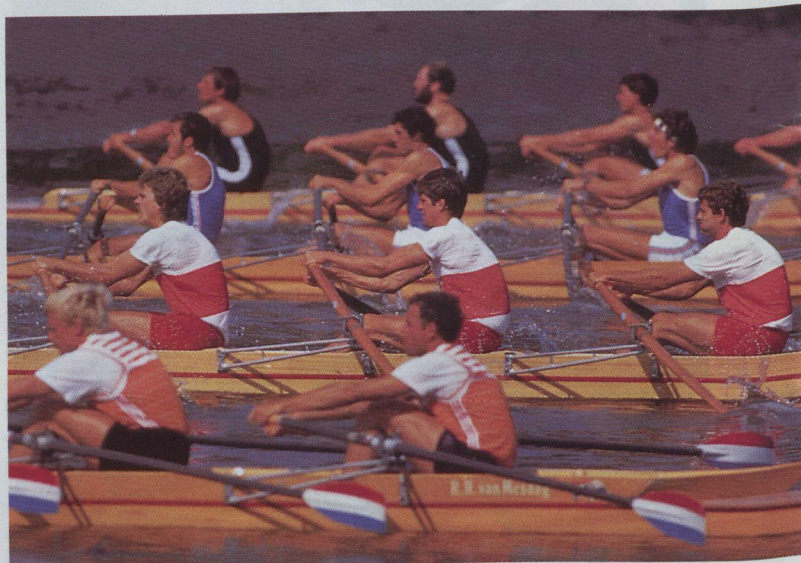
Toronto has developed a comprehensive sporting venues plan in its bid for the 1996 Olympic Games. Its

Up to 80 000 spectators will view track and field events at Toronto's new Olympic Stadium.

purpose is to ensure that the Toronto Games will be an outstanding event for all athletes, officials, International Olympic Committee (IOC) members, spectators and the media.

Compact and Convenient

The Toronto Olympic plan provides for the most self-contained Games ever. Placing all major Olympic facilities in one compact area along the lakefront, approximately 3 km from end to end, will have numerous advantages over a more scattered configuration. The Games will have a practical focus for competitors and spectators alike.



Many venues will be an easy walk, bike or water-taxi ride away. Training facilities and parks, including those at the beautiful Toronto Islands, Harbourfront and Ontario Place, also abound in this lakefront area. Athletes and their coaches will be able to meet, mingle and train, without being unduly disrupted by the workday routine of the larger city beyond.

The Olympic rowing competitions will be held at the Western Beaches Rowing and Canoeing Basin on the Toronto lakefront.

two athletes per room. After the Games, it will become affordable downtown housing — a legacy that has received warm support throughout the entire Toronto community.

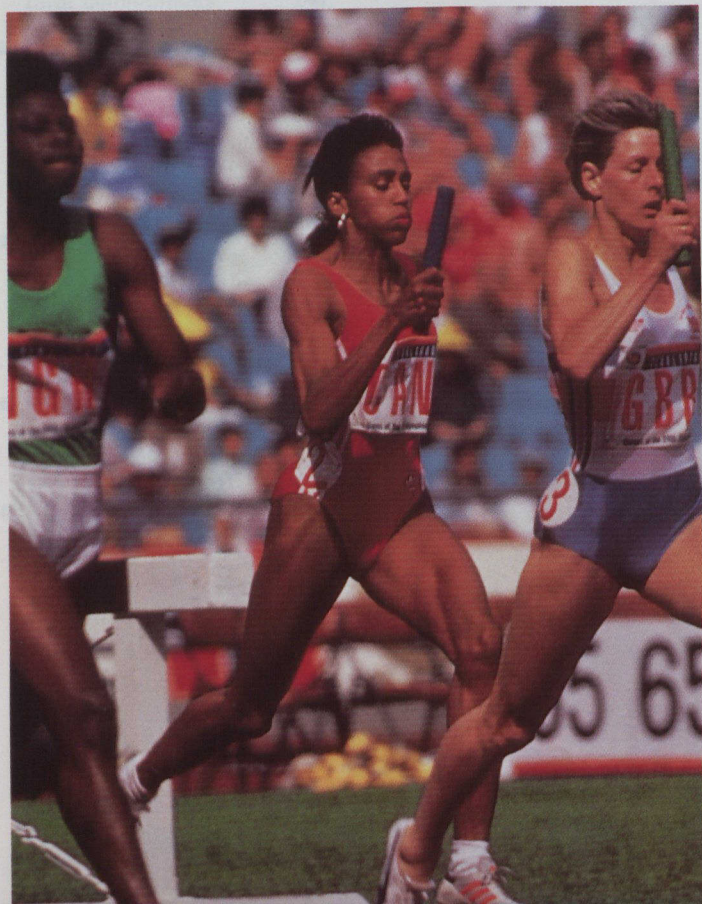
The Olympic Village

Toronto's proposed Lakefront Olympic Village will be unique. Athletes will be housed in 20 new low-rise buildings in a self-contained community complete with restaurants, laundry, day-care facilities and courtyards. The Village will have well-located gathering places, walkways, bicycle paths as well as a fine view of Lake Ontario.

The Village will offer athletes a standard of accommodation equal to that of any other Games, with no more than

The Olympic Stadium

The premier sporting venue for the Games will be the Olympic Stadium. Located in Exhibition Place at the west end of the Olympic lakefront area, this specially designed open-air stadium will have the most modern facilities, an excellent natural grass field and seating for 80 000 spectators. The new stadium will house the opening and closing ceremonies, all athletic events, some preliminaries and the finals for football and for individual equestrian jumping competitions.



Bringing the Games to the World

The stadium complex will also house a permanent exhibition of the Modern Olympic Games and particularly the Games of the XXVIth Olympiad. It will encompass an Olympic Museum and Hall of Fame, as well as an audio-visual centre.

An office building incorporated into the stadium structure will serve as a centre for corporate sponsors during the Games and later become the headquarters for amateur sport in Ontario.

SkyDome

Toronto's successful new SkyDome Stadium, just completed in 1989, will be another premier venue for the 1996 Olympic Games in the Olympic lakefront area. SkyDome, with an ingenious retractable roof, has every conceivable amenity for athletes and spectators, including a 350-room luxury hotel on the premises. SkyDome will accommodate artistic gymnastics as well as baseball and volleyball finals.

The Olympic Aquatic Centre

Toronto's proposed new Olympic Aquatic Centre fully respects the importance of aquatic events at the Olympic Games. Because demand for tickets to swimming and synchronized swimming events has often surpassed the availability of seats, the centre's design allows for 14 000 spectator seats. The complex will house a 50 m x 25 m, 8-lane competition pool; a separate diving pool; a 50 m x 20 m warm-up pool; and, for community use after the Games, a 45 m x 25 m wave pool, the first in Toronto.

Toronto is the programming nerve centre for Canada's two national television networks, the privately owned Canadian Television Network (CTV) and the publicly owned Canadian Broadcasting Corporation (CBC), which is currently building a 10-storey headquarters for its English-language operations on the edge of the Olympic lakefront area. When completed, the studios and pre- and post-production facilities will be the technological equal of the most modern broadcasting centres anywhere in the world. The Sports Network (TSN), a 24-hour-a-day cable sports service, also operates from Toronto. Both CBC and CTV have acted as host broadcaster for previous Olympic Games, CTV as recently as the 1988 Olympic Games in Calgary, which International Olympic Com-

The International Broadcast Centre, reflecting state-of-the-art technology and design, will operate with maximum ease and cost efficiency.

mittee President Juan Antonio Samaranch hailed as the best broadcast coverage to date.

Across the road from the new CBC headquarters are the CN Tower, the prime broadcasting site in Toronto, and the SkyDome with its own elaborate television production and broadcasting facilities, including downlinks to receive satellite signals for direct feeds.

International Broadcast Centre

The International Broadcast Centre will be located close to Toronto's existing broadcast facilities. It will reflect state-of-the-art technology and design and will operate with maximum ease and cost efficiency.

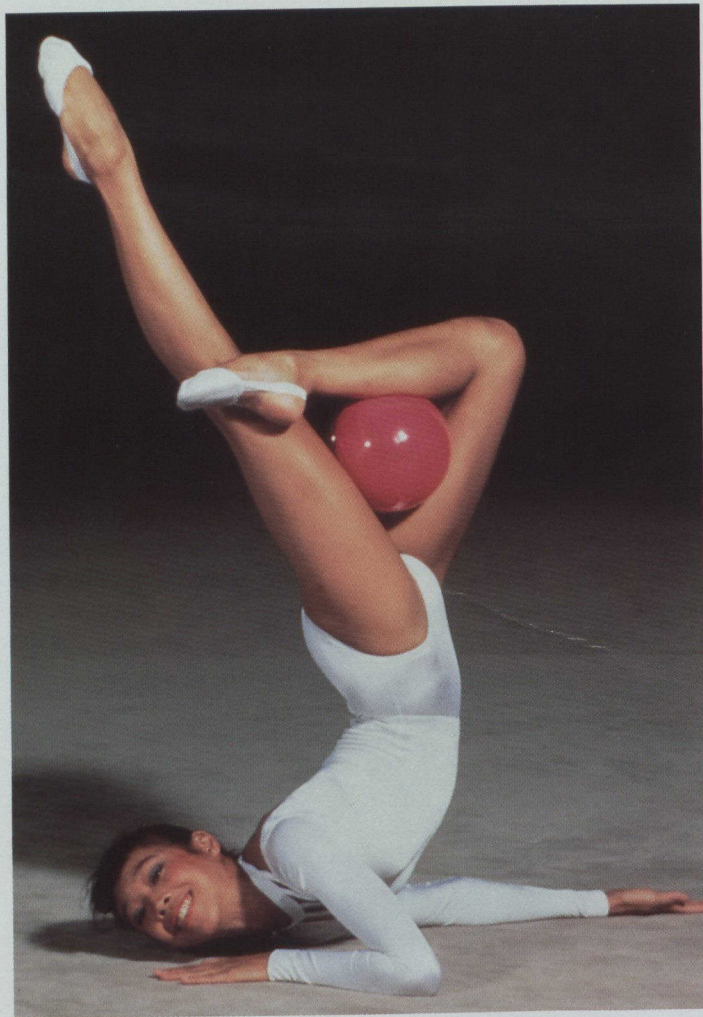
Canada is a giant in the international communications field and is fully confident about its ability to handle all Games' production and broadcast requirements and to produce and feed signals from Toronto to any part of the world.

International Media Centre

Directly across the road from the CBC broadcasting centre is the Metro Toronto Convention Centre, with nearly 2 ha of column-free space, more than 30 meeting rooms, a 1 350-seat auditorium, numerous other foyers and reception areas, and a full catering service. Because of the building's great success as an international convention centre, work has already begun on a \$150-million expansion.

The centre is fully equipped with sophisticated communications equipment, including seven multilingual infra-red translation channels. When the world's press descended on Toronto to cover the 1988 Economic Summit, the Convention Centre was transformed into an effective media centre. Toronto plans to do the same again for the Olympic Games, providing every convenience for the international working press.





Artistic gymnastics is just one of the events to be held in Toronto's new SkyDome Stadium.

Venues in Neighbouring Communities

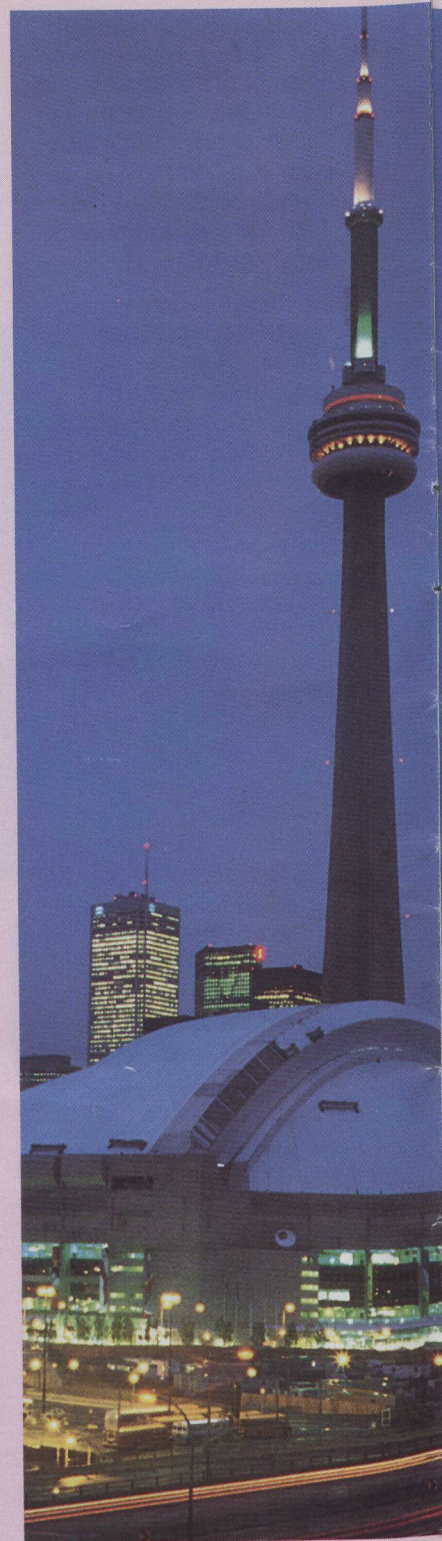
Toronto is part of a prosperous, highly urbanized area of Canada, where many nearby towns and cities also have excellent sporting facilities. A number of municipalities in close proximity to Toronto will be involved as venues or training sites during the Games. All will be easily accessed by excellent highway and rail systems.

Volleyball, handball, football, baseball, cycling, archery, shooting and all equestrian events will be held in communities outside Toronto. 🍁

The complex will also have first-class change and locker rooms, whirlpool, saunas, steam rooms, media facilities and public areas, including restaurants, lounges and a day-care centre for children.

All the above venues are located in the Olympic lake-front area. Outside this area, but still within Toronto, are a number of other Olympic sites — all easy to get to and most no more than a few minutes away.

The main venue for football will be the Olympic Stadium, but preliminaries will be held in the cities of Hamilton, London and Sudbury.



Through vision, innovation and careful planning, SkyDome has become a marvel of modern architecture.

TORONTO'S SKYDOME:

A Prime Olympic Venue

In an attempt to create the best sports facility in the world, Toronto, the Province of Ontario and private investors had decided that the sky was the limit in giving birth to the state-of-the-art project.

The sky was the limit — on all fronts. For starters, the stadium's price-tag was more than \$500 million. And the size of the structure is unparalleled. With its roof shut, SkyDome could enclose a 31-storey building or Rome's Coliseum. Not only does SkyDome have the world's first retractable stadium roof for predictably perfect "weather," the roof weighs in at an incredible 7 107 metric tons — the equivalent of 2 376 family sedans — and contains one and one-half times more concrete (213 360 metric tons) than its impressive next-door neighbour, the CN Tower.

Winning Formula

Since its inception, the driving force behind SkyDome has been "how to make it better" — better for audiences, better for performers, better for event organizers and promoters, better for the community. Critics agree that the stadium's designers came up with a winning formula.

Through vision, innovation and careful planning, SkyDome has become a marvel of modern architecture, flexible and versatile enough to stage every conceivable kind of event — exhibitions, trade shows, conventions, concerts and sports extravaganzas. But it is primarily a sports stadium, the new home of the Toronto Blue

Jays baseball team and the Canadian Football League's Toronto Argonauts. SkyDome would be a premier venue for the 1996 Olympic Games in Toronto's lakefront area.

SkyDome has a flexible seating configuration that provides up to 60 000 seats. And it also has an ingenious system whereby curtains and a drop ceiling can subdivide the overall space to provide a sense of theatre or audience intimacy. This versatility will make SkyDome the perfect Olympic venue for accommodating events as different as artistic gymnastics, baseball and volleyball.

Highest Tech

Imagine a television screen more than three storeys high and three times as wide — SkyDome is equipped with the largest colour video display scoreboard in the world. A revolutionary innovation built by Sony, the screen provides incredibly sharp and bright full-colour images, comparable to home television. The video display screen is fully programmable for instant replays, intimate close-ups, satellite feeds, scores, statistics, animation and sponsor messages.

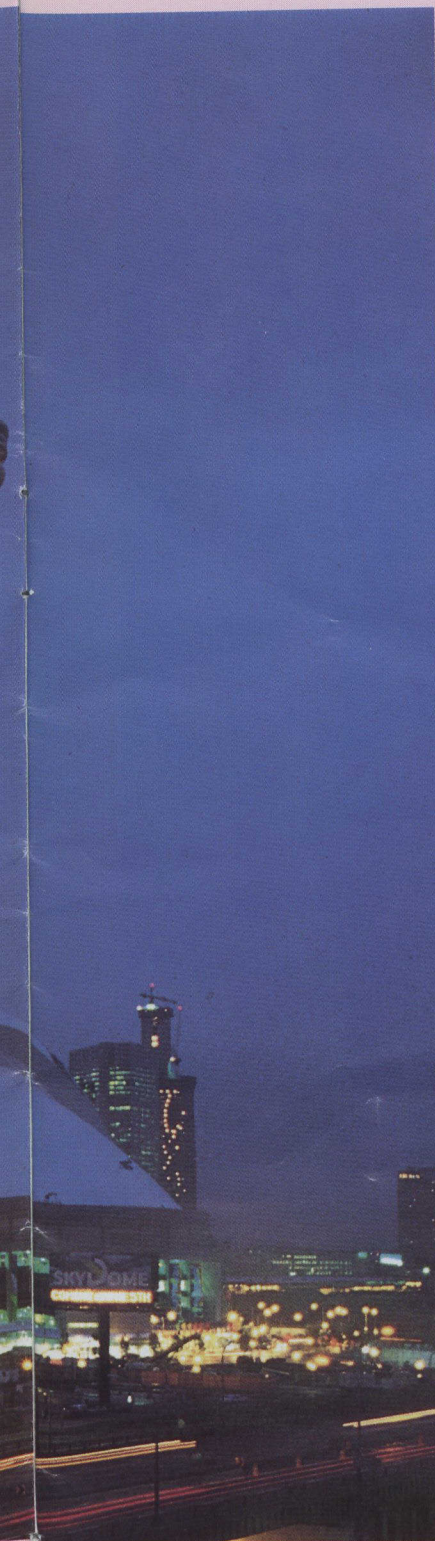
Thanks to this unique technology, SkyDome could provide a dramatic setting for medal presentations, the huge screen allowing spectators to see facial expressions close-up, as well as replays of winning performances. This would make for moving and memorable presentations, with the possibility of keepsake videos that athletes would cherish the rest of their lives.

Built right into SkyDome is Dome Productions, a permanent, 1 858 m², state-of-the-art television production and post-production facility. This unique complex has 47 built-in camera positions wired to the first, all-digital control centre. Producers can take their product directly to air, mix live feeds via uplink and downlink facilities, or tape and edit in any of three world-class production suites.

Another interesting SkyDome feature is its built-in resort hotel with rooms that overlook the field and have just about every amenity imaginable. There is also an adjoining family entertainment centre, a health and fitness centre, as well as numerous restaurants catering to every taste.

To create the best sports facility in the world, Toronto, the Province of Ontario and private investors had decided that the sky was the limit.

To top it all off, SkyDome is located right in the heart of the city. Torontonians are passionate about their downtown and they insist it be a place to walk, enjoy the balmy summer, relax and have fun as well as live and work. Unlike other isolated suburban stadiums surrounded by a sea of asphalt, SkyDome is part of the city's heart, surrounded by parks, theatres, hotels, restaurants and public transit. SkyDome is a unique experience in an unequalled setting.



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In the final, frantic week before the SkyDome's opening, the drive to ensure that all systems were go in the world's first domed stadium with a fully retractable roof had all the tension of a major sporting event. Then on June 3, 1989, 55 000 cheering spectators gathered for a thrilling first public display of the retracting roof in action.

Toronto: THE CITY THAT WORKS



Thanks to a glowing account in the *Los Angeles Times*, Toronto has become known as "the city that works." While such a tribute seems flattering, Toronto indeed is a well-run, well-managed city.

What strikes most visitors first is that Toronto is clean. But this is not surprising since each year the city spends millions of dollars to plant flowers, manage parks, wash downtown streets every night and pick up litter.

And not only are the streets clean — they are also safe. Canada has strict gun control laws, and Toronto's low

crime rate compares most favourably with cities its size in Europe, the United States and other parts of the world. Toronto's police force is well-organized, works hard at maintaining its relations with the numerous ethnic communities, and has an excellent record for providing security at major events.

But what is one to make of this "new city" in the New World? At first glance, it may appear American with its ubiquitous grid of highways and buildings. Although Toronto is spread out like Los Angeles and has as many suburbs as Detroit, the comparison is superficial only.

Toronto's physical features include a natural harbour sheltered by sandy islands, backed by gently rolling, well-watered, fertile country.

For one thing, Toronto shows an architectural continuity, stretching outwards from the city's core, that is quite different from most American cities. It also displays a continuous canopy of green, formed in part by its extraordinary system of natural ravines, and in part by its unique urban forests in extensive low-rise residential neighbourhoods.

Toronto's name is of Indian derivation and means "place of meeting." Long before it was settled, aboriginal peoples passed through the area following a trail and canoe route that was a portage between lakes Ontario and Huron. The Toronto Passage, as it was known, was used by French explorer Étienne Brulé as early as 1615 and was popular with French fur traders.

During the 1780s, the United Empire Loyalists — American colonists who supported the British cause during the American Revolution — moved north and settled around the upper St. Lawrence River and lower Great Lakes. In 1834, the site was incorporated as the City of Toronto with an elected civic government.

With the arrival of the railways during the 1850s, the city's regional grasp was widely extended. Wholesale, banking and railway entrepreneurship grew accordingly, and Toronto was made the capital of the province of Ontario at Canadian Confederation in 1867.

From Wilderness to Global Village

After a century of steady growth, with heavy spurts of immigration in the years following the two World Wars, Toronto has blossomed — particularly over the past two decades — into a confident, attractive city.

Toronto is now Canada's largest city, with a population of more than 3.5 million.



Toronto: renowned for the beauty of its urban design, the dynamism of its central core, and the civility of its neighbourhoods.

From the observation deck of Toronto's landmark CN Tower, the world's tallest free-standing structure at 553 m, the contemporary city stretches to the north, east and west horizons, covering 5 600 km². To the south it is bordered by beautiful Lake Ontario. Toronto's physical features include a natural harbour sheltered by sandy islands, backed by gently rolling, well-watered, fertile country.

For those who may think of Canada as a frozen year-round wilderness, the truth is that Toronto shares the same latitude as Barcelona and Rome, and is south of London and Paris. The summer climate is most pleasant with average August daytime temperatures ranging from 24° to 27°C with little rain.

Canada's Business Capital

Toronto dominates Canada's economy. Business in Toronto and surrounding areas produces one-quarter of Canada's gross national product and one-half of Canada's total exports. The heart of Canadian manufacturing, communications, culture, fashion, construction and retail industries, the city is also Canada's "high tech" headquarters.

Toronto has blossomed — particularly over the past two decades — into a confident, attractive city.

Home to the seventh-largest stock exchange in the world, Toronto has emerged as the "head office" location for more than half of Canada's financial institutions, insurance and real estate companies, multinational corporations and publishing houses. It is also Canada's principal

It is also the capital of Ontario, the country's most populous and prosperous province.

Today, Toronto is the pre-eminent centre of commerce and industry in Canada. Visitors invariably remark on the thriving architectural culture that is everywhere in evidence here, whether in the dazzling downtown sculpture garden of gleaming towers or the carefully maintained or restored residential areas.

Designed by noted Canadian architect Arthur Erikson, Roy Thomson Hall regularly hosts classical, jazz and pop concerts.





Fashionable restaurants and chic nightlife abound.

Kensington Market — where foods from all over the world can be bought in a European setting — shows that Toronto comes honestly by the description “cultural mosaic.”

There is more to Toronto, however, than ethnic diversity. One of the city’s most exciting dining and shopping spots is in the Bloor/Yorkville streets area, known for its high-fashion boutiques, movie theatres and fashionable restaurants. Yorkville, a hangout for hippies in the 1960s, is now a focal point for antique and art dealers, designer clothing, trendy bistros and chic nightlife.

© Peter Sibbald

centre for conventions, owing to the excellent facilities the city provides. In fact, in 1988, Toronto hosted the 14th annual Economic Summit of major industrialized nations held at the Metropolitan Toronto Convention Centre.

A Cultural Mosaic

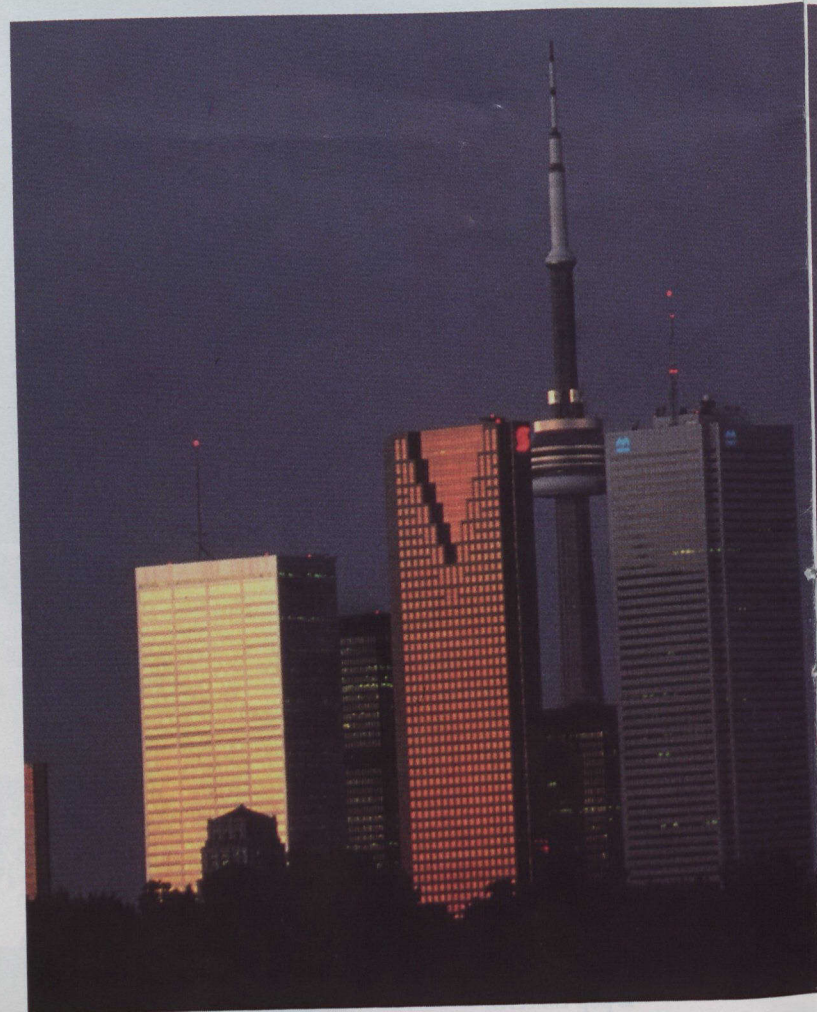
Those familiar with the city in the 1950s will find it greatly changed today. Of the essentially English provincial city there remain few traces. The most notable demographic change in Toronto has been the increase in non-European immigrants. In 1987, the number of people of British origin in Toronto stood at 28 per cent, and of Italian origin, 12 per cent (the largest settlement outside Italy). These two biggest groups are followed by large Scottish, Irish, Jewish, Chinese, Portuguese, Greek, Caribbean, French, Indo-Pakistani, Ukrainian and Polish communities.

During the late 1980s, Toronto’s sizeable increase in immigrants clearly established the city as one of the most racially and culturally varied in the world.

Among the noticeable effects of this increased immigration is the *mélange* of languages heard in the streets, on radio and on television. Today, Toronto’s rich multicultural composition is reflected in the performing arts as well as in ethnic newspapers and magazines.

In addition, numerous ethnic shops and grocery stores and a great variety of excellent ethnic restaurants line the city streets. The famed

A pre-eminent centre of commerce and industry with a striking architectural landscape.



English Canada's Cultural Centre

In recent times, culture and entertainment have flourished in Toronto. The era has produced new radio and television stations, a burgeoning film and video industry, more than two dozen professional theatres and an increase in the number of private art galleries and merchants specializing in some aspect of service to the various cultural industries.

Toronto shares the same latitude as Barcelona and Rome, and is south of London and Paris.

Toronto is also the centre for English Canadian media. Home to the CBC (Canadian Broadcasting Corporation), the city is also headquarters for national newspaper



chains such as Southam Inc. and Thompson Newspapers. The latter's *Toronto Globe and Mail* is considered Canada's most respected English-language daily newspaper and maintains regional editions across the country.

Undoubtedly, Toronto is the main urban cultural focus of English Canada. It is home of the largest Canadian post-secondary institution — the University of Toronto — and the more recently formed York University and Ryerson Polytechnical Institute.

The Toronto Symphony and the National Ballet of Canada, which are two of the country's most eminent artistic groups, the numerous museums, the innovative Ontario Science Centre and the world-renowned Royal Ontario Museum, all make Toronto an important cultural centre.

Easy Access


No matter where you are starting from, or how you intend to get there, Toronto is easily accessible. The city is served by 68 airlines from more than 300 locations in 60 countries. And Ontario's superb rail and highway networks make Toronto easy to reach by car, bus and train from all points in North America.

Because the city is already a major tourist and convention centre, Toronto and its surrounding areas are well equipped to accommodate thousands of visitors. More than 60 000 beds in first-rate, air-conditioned facilities are available in Metropolitan Toronto. And within easy commuting distance, another 50 000 visitors can be accommodated.

The city is served by an extensive transportation infrastructure: safe, clean and efficient.

Vibrant Metropolis

A downtown that is lived in day and night — filled not only with offices and shops, but with restaurants, hotels, theatres, galleries, and residences — gives Toronto incredible vitality. At any hour there is life and activity. And because its neighbourhoods are so different from one another, each with its own character and style, Toronto has an ambience of warmth and charm that makes it unique.

But by international standards, Toronto is still quite a young metropolis. It is, nevertheless, growing into a legitimate cosmopolitan centre, and more and more, people the world over are realizing all that the city has to offer. 

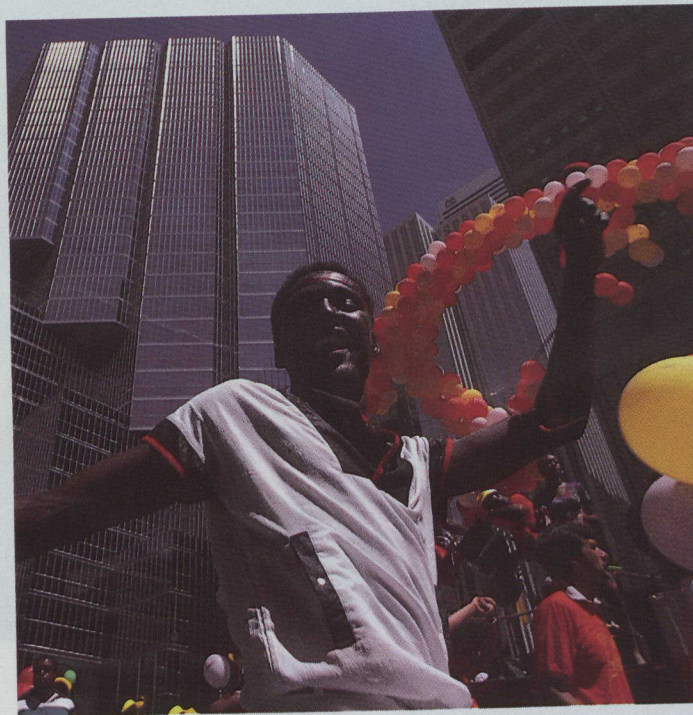
Canada's Global Village

To walk from neighbourhood to neighbourhood in Toronto is to wander through a global village. The city may well be the most multicultural in the world. In fact, nearly half its 3.5 million people were born outside Canada. People by the thousands have made their way to Toronto from all over the world. And they continue to arrive — from Asia, from Europe, from Africa, from the Americas and the Antipodes — from every corner of the globe.

Toronto's largest population group still traces its origins to the British Isles, but it no longer forms the majority. Today, the city is home to more than 100 identifiable cultural and ethnic groups, and more than one-third of its citizens have a mother tongue other than Canada's two official languages, English and French. The city's predominant communities include Italians, Chinese, South Asians, Portuguese, Greeks and West Indians. The largest Italian community living outside Italy is in Toronto — some 300 000 strong. And the Chinese community is long established and is now the city's second-largest ethnic group.

Multilingual Media

Visitors from less culturally diverse nations are always astonished at the number of multilingual or foreign language newspapers and journals published in Toronto, and at the extent of the city's foreign language broadcasting.



© Peter Sibbald

Since its humble beginnings in 1967, Caribana has evolved into a great annual celebration of Toronto's Island and Latin American communities.

Active for more than 80 years, ethnic newspapers flourish in Toronto. Today, there are 112 daily, weekly, monthly and quarterly ethnic-language publications produced in more than 35 languages. And many of these are large-scale national publications such as the Ukrainian publication, *Homin Ukrainy*, with a circulation of almost 13 000, or the Italian newspaper, *Corriere Illustrato*, which goes to more than 26 000 Canadians nationwide. *Zwiazkowiec*, published by the Polish Alliance, provides information to more

than 6 000 Polish Canadians twice-weekly, whereas *The Chinese Canadian Magazine* goes to more than 20 000 readers, 10 times yearly.

Toronto's ethnic broadcasting is also thriving. Any time of the day or night, Torontonians tune in to programs in Italian, Spanish, Chinese, Korean, Hindi, as well as many other languages transmitted by local radio and

Toronto's rich multicultural composition is reflected in the performing arts as well as in ethnic newspapers and magazines.

television stations. Two radio stations and three television channels in the city offer full-time multicultural programming. These broadcasts cover more than 30 languages on radio and 26 on television.

Multicultural Success Stories

In all facets of Toronto business life, whether it be high fashion (Alfred Sung, renowned designer), high finance (the Reichmann brothers, real estate and financial moguls), or high heels (Thomas Bata, world's largest shoe manufacturer), Torontonians who came to Canada as immigrants have gained international acclaim in the world of business.

The same is true in the arts. Artists with ethnic origins in all parts of the world now enrich the Canadian cultural scene. Czech-Canadian novelist Josef Skvorecky, Tarragon Theatre artistic director Urjo Kareda of Estonia, and British-born Andrew Davis, former conductor of the Toronto Symphony Orchestra, are but three fine examples of Toronto immigrants who are world-renowned for their contribution to the arts.

Education's Response to Cultural Diversity

Canada's education system has had to respond creatively to the cultural diversity of its peoples. Toronto, as well as many other Canadian cities, actively encourages this diversity with multicultural education programs and heritage language instruction. (Heritage languages are those other than English or French.)

Multicultural education programs are part of many Toronto schools' standard curriculum. Their main thrust is cultural awareness, with

the use of games, discussions, research, movies and field trips to help students understand and appreciate other cultures. Heritage language instruction is generally offered outside school hours and, where available within the school system, at no charge. Some of Toronto's ethnocultural community groups also offer heritage language retention and learning programs.

Celebrations and Festivals

Toronto is a mosaic where people are encouraged to retain and take pride in their family's culture and heritage. Not surprisingly, some of the city's most impressive annual events are its cultural celebrations and festivals.

Many Torontonians who came to Canada as immigrants have gained international acclaim in the world of business.

The Caravan International Festival is by far Toronto's biggest. This jubilant cultural celebration has reflected the heritage of Torontonians for more than 20 years. For nine days each year, Caravan's 50 "international cities" — from New Delhi to Auckland, Athens to Montevideo, Seoul to Kiev, and all stops in between — take over local arenas, halls, churches and mosques. More than 20 000 volunteers from cultural, community and service organizations bring this festival to life. In 1989, more than two million visitors took part in the fun.

From its humble beginnings in 1967 as part of the Caribbean community's contribution to Canada's centennial, Caribana has evolved into a great annual celebration of Toronto's Island and Latin American communities.

This two-week festival now draws more than 750 000 participants and visitors from far and wide. The five-hour parade, with local dancers from Trinidad, Jamaica, Brazil and more places than Columbus discovered, regularly attracts more than 350 000 spectators along its route.

Multicultural education programs are part of many Toronto schools' standard curriculum.


Another favourite annual event is the CHIN radio station International Picnic. Now held for more than 20 years, the picnic brings some 250 000 people together for a giant four-day celebration of multiculturalism. Visitors join in games and races and enjoy entertainment by 2 000 local performers and talent from as far afield as Europe, Africa and Asia.

A Taste of Ethnic Culture

Perhaps no other aspect of Toronto life reveals the city's multicultural nature quite so vividly as the current international trend in restaurants.

A walk along Bloor, Kensington, St. Clair or Queen streets will reveal a staggering array of ethnic restaurants. In Toronto, the choice is unlimited when it comes to international cuisine: there are now more than 7 500 restaurants catering to every imaginable ethnic clientele. Hungarian, Japanese, Portuguese, Turkish, Moroccan, Indian and Croatian restaurants — the choice is limited only by the experience and taste of the diner.

Toronto is a mosaic where people are encouraged to retain and take pride in their family's culture and heritage.

In Toronto, multicultural living is now an accepted and welcome way of life. All Torontonians have friends, neighbours and fellow workers from every continent, and think nothing of it. This is what makes Toronto unique. And this is what would make it an ideal place to host the 1996 Olympic Games. 



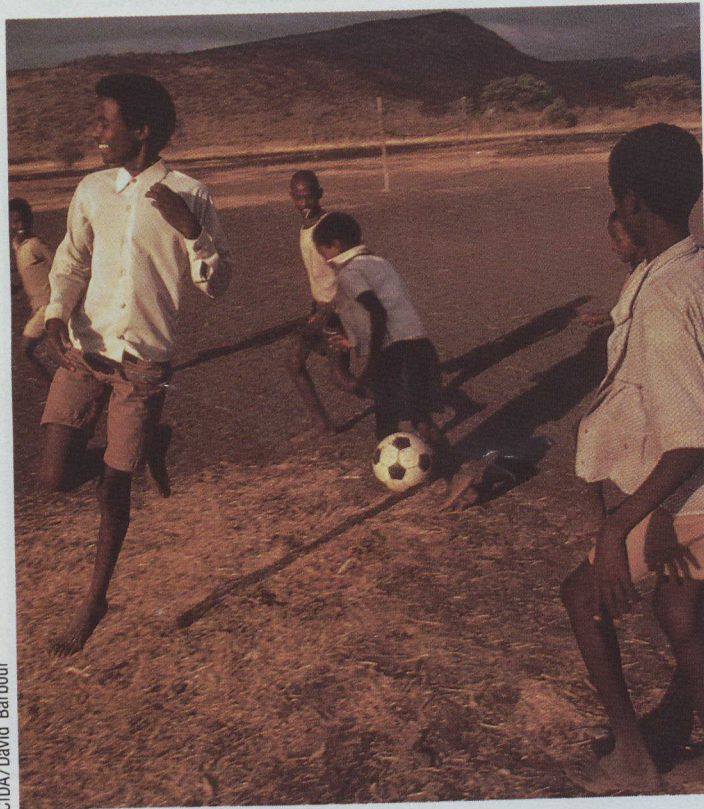
© Peter Sibbald

S PORT DEVELOPMENT FOR ALL

Canadians have almost limitless opportunities to participate in physical activity and to pursue excellence in sports. But not all countries are as fortunate. In the developing world, resources are scarce and little money is available for sport development and physical education. These countries frequently lack many of the basic building blocks of sport development: equipment, access to facilities, coaching expertise, sports programs, sports administrators and access to regional and national competitions.

Sport development assistance is the most basic and most important contribution in helping developing countries to strengthen their sport infrastructures, increase participation and improve performance levels.

Sometimes the absence of a critical element in the sport development process can impede progress. In one urban area in Zimbabwe, for example, tennis is on the verge of becoming a popular sport. Tennis courts and coaches are available, and there are promising youngsters interested in learning the game. But the equipment is prohibitively expensive — tennis racquets can cost about C\$400. As a result, few can afford to own their own racquet. Tennis coaches loan racquets to students for the duration of the lesson and retrieve them until the next session. Needless to say, progress is slow and frustrations many.



CIDA/David Barbour

The results of uneven levels of sport development around the world are reflected on the playing field: there is a tremendous disparity between the developed and the developing world. A small handful of developed countries usually walk away with the lion's share of medals at major international competitions.

But winning medals is the least important part of the story. Physical fitness and participation in sports are essential ingredients in building a healthy dynamic society. Sport, mass fitness and physical education are now readily recognized as intrinsic to nation-building, forming an important part of community development and social progress.

At the August 1989 meeting in Canberra, Australia, of the Commonwealth Committee of

Foreign Ministers on Southern Africa, the Canadian government brought forward a series of proposals aimed at strengthening the Commonwealth Games and intensifying sports relations among member states.

The main thrust of the initiative was to work towards a broader concept of the Games, with emphasis on respect for the pursuit of excellence rather than on medal totals. Also underlined was the importance of camaraderie and friendly competition rather than national aggrandizement.

Said Joe Clark, Canadian Secretary of State for External Affairs, "Commitment by Commonwealth member countries to the Canadian initiative — or to similar proposals — would provide us with Games geared to

present and future needs, not just the old realities and worn-out habits."

Canada, indeed, has been concerned for some time about the inequality in international sport. In 1986, a sport development assistance program was established by the Government of Canada designed to respond to the needs of developing countries in the area of sports, physical education and fitness.

Sport development assistance is the most basic and most important contribution in helping developing countries to strengthen their sport infrastructures, increase participation and improve performance levels. It can take a variety of forms, including:


- sports equipment, coaching and technical aids, and manuals;
- communication, administration and office equipment;
- coaching clinics and seminars in the recipient country;
- short to medium-term coaching and training programs abroad;
- multi-year coaching certification programs;
- provision of expertise in sport-related areas such as promotion and marketing, communications, management and administration; and
- facilities improvement and maintenance.

The scope of sport development projects under the program can vary from providing equipment such as soccer balls to building stands around a soccer field. In one

Fighting for a Fitter World

recent project, the Coaching Association of Canada introduced its National Coaching Certification Program to Singapore and Malaysia. This project will form the foundation of the training and development of coaches in a wide variety of sports disciplines and levels throughout these two countries. Michel Gagné, a sport psychologist, was also commissioned under the sport development program to work with teams and coaches in Malaysia for nine months to help the country prepare for its hosting of the Southeast Asian Games. Both projects were highly successful and are likely to be repeated in other regions.

Another example of a joint venture is the Victoria Sport-pool Project. Supported by the Victoria Games Society, the project's mandate is to gather used sports equipment and send it to targeted developing Commonwealth countries. Zomba, a city in Malawi, will be the first recipient of sports equipment, to be distributed throughout its school system.

For Canada, sport development assistance is an important part of the wider international effort to encourage health and physical fitness, particularly among the youth of the world. 

Canada leads the way in development of techniques to promote healthy lifestyles. Its community-based approach to physical activity, combined with an aggressive social marketing strategy to entrench fitness as a part of everyday life, has translated into a number of unique programs that have caught the interest of health educators around the world. Canada, as chair of an executive committee of the Intergovernmental Committee for Physical Education and Sport (CIGEPS), convened by the United Nations Educational, Scientific and Cultural Organization (UNESCO), will work with international colleagues to lay the groundwork for an international physical education week. In fact, Canada will host the 7th session of CIGEPS in October 1990, in Ottawa.

Fitness Canada works with private-sector and non-government groups and with other levels of government to

increase Canadians' motivation to adopt healthy, active lifestyles, and to make quality fitness programs more easily accessible. The federal government agency contributed \$7.4 million in 1988-89 to 47 fitness organizations; supports special initiatives aimed at children and youth, seniors, women, and the physically challenged; and promotes skill development programs for fitness management volunteers.

Its most popular program is Canada Fitweek, an annual event that inspired eight million Canadians to take part in some form of physical activity over a 10-day period last year. Fitness Canada has also drawn international acclaim as a participant in Fit Trek, a joint pilot project that has so far involved 11 communities in Canada and the U.S.S.R. in wintertime physical activities.

Canada Fitweek is a program based on community events

and community promotion, with about 14 000 events going on over 10 days, every year, across Canada. Fitness Canada staff have also been promoting a new approach to physical fitness, based on the concept of "active living": old notions of fitness were mostly physiological in base and considered fitness from the perspective of cardiovascular strength. Now it is being looked at from the broad perspective of living actively . . . of how fitness integrates into a person's life as a daily habit.

Canada may also have produced the world's most comprehensive research to date on physical fitness. The 1981 Canada Fitness Survey involved interviewing and physical testing of 15 000 Canadians, and a follow-up study checked the attitudes and behaviour of 4 000 respondents in 1988. "It's a very, very powerful piece of research to be able to track somebody over time, as opposed to just taking a snapshot of the population," says Fitness Canada's Elaine Burke. The study group was large enough that the results will be extremely valuable around the world.

Starting out from this wide range of expertise, Canadian officials are eager to share ideas and information with their counterparts in developing countries, or in industrialized nations that have had limited experience in establishing fitness programs based on mass participation. Canada was recently invited to take part in the Pan American Congress on Physical Education and Sport, specifically as an expert practitioner of social marketing, a comprehensive marketing approach to changing behaviour.



Forging Commonwealth Unity through Sport

For nearly 60 years, sport has enriched and enlivened the countries that form the Commonwealth. The Commonwealth Games are, in effect, one of the most important and most visible manifestations of this most important institution. For 10 days every four years, when the Games unfold, the Commonwealth takes on special meaning for millions of people in every corner of the globe.

Unfortunately, the institution itself has fallen under heavy financial and political pressures to the point where the survival and prosperity of the Games are in doubt.

In recent times, concern that the Commonwealth Games are in jeopardy has heightened. So last year, Canada prepared a series of proposals to strengthen the Commonwealth Games and increase sporting contacts between member states. The Canadian proposal suggested that the problems affecting the Games — including those with a political dimension — be addressed immediately. It stated that action must also be taken to assist developing countries in raising their sport performance levels and in coming forward with bids to host the Games.

Critical Juncture

To many observers, the Commonwealth Games appear to be at a critical juncture. Sport is one of the few areas of Commonwealth co-operation that receives no Commonwealth funding. In addition, no programs are in place to ensure that the bonds of friendship and co-operation which are forged during the

Games endure beyond the closing ceremonies. The Games and their organizers are faced with unprecedented political and financial difficulties. Some countries feel integrated into the Games while others feel increasingly apart. Clearly, not all member countries benefit from the Games: only a few have the resources to host the event and many find it difficult to even cover transportation costs, not to mention the costs of developing and equipping a Commonwealth Games team. Political issues — such as sporting contacts with South Africa — have also had an adverse effect on the Games, leading some countries to decide against participating. Put bluntly, the Commonwealth Games are in danger of losing their status as an important international sporting event.

Although the Commonwealth has changed dramatically over the years, the structure,

location and management of the Commonwealth Games have remained biased towards the early Commonwealth members. With one exception, the Commonwealth Games have always been held in the United Kingdom, Canada, Australia or New Zealand. The main reason for this has been the cost of hosting. But developing countries also find it difficult, if not impossible, to match the developed Commonwealth in the training and equipping of athletes and officials. In short, the playing field is not level and this is reflected in the location of the Games, the nature of the competition and even in the medal standings. It is primarily this imbalance — the feeling among many developing countries that they are not full and equal partners in the Games — that prompted Canada to make its proposals.

The Canadian Connection

Canada has a special connection with the Commonwealth Games. In fact, the first Games ever were held in Canada — in Hamilton, Ontario — in 1930. And it was a Canadian, Bobby Robinson, who brought them into being. Almost half a century later, in 1978, Canada welcomed a greatly changed and more mature Commonwealth to Games held in Edmonton, Alberta. And in 1994, Canada will proudly host the Games once again, this time in the west coast city of Victoria.

The ideal of bringing people together across vast distances, which is embodied in the Games, is one that Canadians cherish. Canada recognizes the importance of sport as part of the growth and enrichment of the Commonwealth. It also understands sport's value in nation building, human resource development and in enhancing international co-operation.

From London to Kuala Lumpur

In September 1989, Canada convened a meeting in London of representatives of about 30 Commonwealth countries, the Commonwealth Games Federation and the Commonwealth Secretariat



Athlete Information Bureau

Canadian heptathlete Linda Spent long jumping at the 1986 Commonwealth Games in Edinburgh, Scotland.

Standing Tall in Auckland

It was a moment that Canadians had both dreamed of and dreaded for 17 months. This January, Canadian athletes attending the XIVth Commonwealth Games in Auckland, New Zealand, restored the standing of Canadian amateur sport that had been sullied in the wake of the Ben Johnson steroid scandal.

Canadian Games Association President Dr. Ivor Dent remarked on the importance of the athletes' presence in his address to them: "All Canada will be watching with eager anticipation." Canadians did watch and they liked what they saw.

When it was over, Canada emerged with 35 gold medals, 41 silver and 37 bronze — 16 shy of second-place England and 49 behind the dominant Australians.

Several outstanding individual performances crowned the efforts of a team thought to be young and inexperienced. Mike Smith won a gold medal in the decathlon, setting a new Canadian record in the process and assuming a throne left vacant by Seoul Olympic bronze medalist Dave Steen. And not to be outdone, gymnast Curtis Hibbert captured many hearts as well as five gold medals.

to discuss how the Games could be placed on a more secure footing. For the first time ever, Commonwealth sport issues were the focus of a meeting of senior Commonwealth officials. All participants agreed on the meeting's usefulness in terms of sharing views and concerns on the future of the Commonwealth Games.

Auckland Commonwealth Games closing ceremonies.



Canada was also first in diving, both team and individual, and in all-around events in gymnastics, and as well placed six boxers in 12 championship fights.

Encouraged by the London meeting, Canada presented its proposal to strengthen the Commonwealth Games at the Commonwealth Heads of Government Meeting in Kuala Lumpur, Malaysia (October 1989). There, heads of government formally recognized the important role of the Games as a symbol of friendship and co-operation that unites the peoples of the Commonwealth.

Canadian athletes also managed to harvest 23 medals in the pool.

The Games closed with a distinctly Canadian accent, as Vancouver Island Indian

Also discussed was the problem of inadequate resources in some member countries which limits their abilities to host the Games. Leaders expressed the hope that all regions of the Commonwealth would be able to host the Games and asked the Secretary-General to invite sports administrators, representatives of the Commonwealth Games Federation and qualified government

bands simultaneously raised totem poles in Auckland and in Victoria, British Columbia, where the next Commonwealth Games will be held in 1994.

nominees to form a working party to examine these and other problems outlined in the Canadian proposal. They hoped that the working party would be able to report to the next Commonwealth Senior Officials Meeting and ultimately to the 1991 Meeting of Commonwealth Heads of Government.

C harting a New Course in Canadian-Soviet Relations

In the current atmosphere of *glasnost* and *perestroika* in the Soviet Union and co-operation between East and West, Prime Minister Brian Mulroney's November 1989 visit to the U.S.S.R. could not have come at a better time.

On his six-day visit, the Canadian prime minister set the direction for a new era in East-West relations and demonstrated Canada's support for the massive reforms taking place under Soviet President Mikhail Gorbachev. It was the first official visit by a Canadian prime minister in 18 years and the first by any Western leader since the collapse of the Berlin Wall and the sweeping changes occurring throughout Eastern Europe.

After five hours of meetings, the two leaders signed a joint declaration committing their nations to respecting the right of East Europeans to "pursue paths of political and economic change, without outside interference and in an atmosphere of international confidence and security." The declaration also pledged support for international human rights, disarmament, a ban on chemical weapons and nuclear weapons testing, and the political settlement of regional conflicts.

Mulroney's visit — which included stops in Leningrad and the Ukrainian capital of Kiev — occurred in the wake of momentous changes in Poland, Hungary, East Germany, Bulgaria and Czechoslovakia. Even in the Soviet Union, the impetus

unleashed by Gorbachev's reforms continued to dramatically open the political system to increased democratic participation.

Successful Visit

More than a dozen agreements — on topics ranging from foreign investment protection and space research to environmental issues and joint programs in the Arctic — were signed by both countries. In Leningrad, Prime Minister Mulroney announced that Canada has asked the Soviet Union to work with a proposed Canadian Polar Commission to study problems in the Arctic. Canada also invited the U.S.S.R. to an international conference this spring in Yellowknife, in Canada's

Northwest Territories, to co-ordinate scientific and antipollution efforts in the Arctic.

On the diplomatic front, the two countries underlined their desire to expand consular ties with one another. Mulroney said that Canada, which currently operates an embassy in Moscow, will soon open a consulate in Kiev. In turn, the Soviets, who have an embassy in Ottawa and a consulate in Montreal, are expected to open a second consulate in Toronto.

In a lengthy interview published in the daily newspaper *Izvestia*, Soviet Foreign Minister Eduard Shevardnadze stated that Soviet-Canadian relations "have resembled a not-easy but consistent climb towards a mountain pass, beyond which new horizons of co-operation would open up. The talks in Moscow were just such a pass, a most important milestone." *Pravda*, the official organ of the Soviet Communist Party, said that the meetings signified "a large-scale act that will help shape the future and reflect the similarity of the Soviet-Canadian positions on many problems."



Bill McCarthy/PMO

Building a more durable international peace: Canadian Prime Minister Brian Mulroney (left), a member of the Soviet delegation, Soviet President Mikhail Gorbachev and Canadian Secretary of State for External Affairs Joe Clark.

Fitness Ties that Bind

In January and February 1989, some 800 000 people from 10 cities in Canada and the Soviet Union began an incredible odyssey — an odyssey of health, fitness and friendship that spanned the two largest nations on earth. Each day during the 1989 challenge, people engaged in a 20-minute period of any physical activity. This work-out was logged as 1 km, and the overall goal for both sides was to record the greatest possible distance towards the planet Mars. In total, more than 21 billion km were logged.

The 10 cities that travelled the Fit Trek road last winter grew to an impressive 22 for Fit Trek 1990. And Canada's Prime Minister Brian Mulroney was on hand to launch the event in Moscow's Red Square when he visited the U.S.S.R. last November. Said Mulroney: "We have more in common than we ever thought possible. It is true that we share a common climate and a common love of sport. But we also share a common ethnic diversity, and indeed, many of the ethnic groups that make up the Soviet Union have played vital roles in the building of Canada."



Bill McCarthy/PMO

Canadian Prime Minister Brian Mulroney (right) launching Fit Trek 1990.

More than 15 million Canadians and Soviets took part in the 1990 challenge — with involvement levels comparable to Ottawa's Winterlude Festival or Quebec

City's Carnaval. Canada hopes that bonds established at the grassroots level — through events such as Fit Trek — will provide a solid and healthy foundation for future co-operation and friendship between Canada and the Soviet Union. Both countries expect next year's Fit Trek to be even bigger and better.

Expanding Trade Ties

Much of the activity of last November's visit focused on expanding trade ties between the two countries. Concurrent with the Prime Minister's visit, a 240-member Canadian business delegation went to the U.S.S.R. under the sponsorship of the newly created Canada-U.S.S.R. Business Council to attend the organi-

zation's inaugural meeting and pursue new business deals with Soviet firms.

During a meeting with Soviet Prime Minister Ryzhkov, Mulroney noted that there were specific sectors of the Soviet economy where the expertise of Canadian companies could be useful, particularly construction, and oil and gas development. Ryzhkov said that the U.S.S.R. would welcome

assistance to help solve its housing shortage. Mulroney introduced Ryzhkov to Albert Reichmann — president of the Toronto-based multinational corporation, Olympia & York Development Ltd. Ryzhkov subsequently arranged for a future meeting with Reichmann, whose firm recently announced plans to build a \$250-million, 60-storey building in Moscow.


According to Paul Drager, a Calgary-based lawyer and a former commercial official with the Canadian Embassy in Moscow: "It used to be that few people in the Soviet Union knew anything about Canadian business. Now, everybody wants to listen to us." The Canadian business delegation signed a number of agreements representing a potential of more than \$1 billion in direct investment, joint ventures and equity participation arrangements.

Improved Canadian-Soviet Relations

Many of the ties established during the Mulroney visit would have been unimaginable a few years ago and reflect Canada's confidence in President Gorbachev's efforts to reform Soviet economic and political life. Said Mulroney: "Our two countries have embarked on a new beginning in our relationship."

Indeed, Gorbachev described Mulroney as "a policy maker capable of shaping policies consistent with a rapidly changing world." Mulroney, on the other hand, praised Gorbachev as "a great reformer doing remarkable things" and for his "courage and commitment to change."

Mulroney also welcomed a vision of "a new international order, an order where ideas and not weapons can be a nation's first line of defence, where economics is a field of open competition, and where the human spirit can be free to realize humanity's best hopes."

But the Prime Minister's greatest hope was that the two countries had "made a contribution to the building of a more durable international peace, the most important legacy our generation can pass on to its children." 

OPENING THE SKIES



It is being called a diplomatic triumph for Canada and a historic leap forward in East-West relations. Last February in Ottawa, foreign ministers from 23 North Atlantic Treaty Organization (NATO) and Warsaw Pact countries gathered for two days at the Open Skies Conference and indicated to the world that they were serious about building a new framework for peace and security.

Canada organized the historic conference to explore the possibility of allowing NATO and Warsaw Pact countries to make peaceful surveillance flights over each other's military installations. Joe Clark, Canada's Secretary of State for External Affairs, set the tone of the conference in an address to the ministers, saying that they were meeting "not as old adversaries, but as new partners," committed to building a durable peace in Europe.

After two weeks, the conference had not only produced a draft Open Skies Treaty for discussion, it had also


Joe Clark, Canada's Secretary of State for External Affairs (left), with Soviet Foreign Minister Eduard Shevardnadze during talks at the Open Skies Conference.

produced agreements on the reunification of East and West Germany and on drastic cuts to the number of Soviet and American troops in Central Europe. Foreign ministers also agreed to hold a summit-level meeting of the Conference on Security and Co-operation in Europe later this year, to spell out their new relationship in a "common European home."

All countries gave unequivocal support to the concept of an Open Skies Treaty, and consensus was achieved on what the key provisions of a treaty should include, though some distance remains between the sides on what the exact provisions of a treaty should be. In a joint communiqué issued at the

end of the ministerial phase of the conference, ministers stated that the treaty should ensure maximum openness, with minimum restrictions on observation flights, and should allow each participating country equitable coverage through annual quotas. They also agreed on the use of all-weather, day or night surveillance equipment on these flights.

But several problems need to be resolved before the treaty can be signed at a follow-up conference to be held in Budapest in the spring. For example, NATO and the Warsaw Pact disagree on how the information gathered through Open Skies flights

should be shared. Furthermore, some disagreement exists as to how many flights should be allowed per year, with the Nato countries saying that a substantial number are required to ensure true openness. 

The open skies concept: East and West will be able to fly over each other's territories, photograph military bases and scan with airborne radar to make sure that neither is preparing for war while talking about peace.



DND

R evolutionizing Sound for the 21st Century

A Calgary, Alberta, based company, Archer Communications Inc., has developed a revolutionary new process that is expected to change the way people listen to everything from records to television to radio broadcasts. Called QSOUND, it is a promising new sound-enhancement and sound-placement audio system that reproduces three-dimensional sound through any existing two-channel stereo system. Some say the new technology will revolutionize the multibillion-dollar international broadcast and recording industries.

QSOUND's inventors are audio-engineer Danny Lowe and electro-technologist John Lees, both of Calgary. In 1986, they took their idea to Lawrence Ryckman, a former documentary film producer, for financial backing, and together the three Calgary natives formed QSOUND Ltd. The company was then merged with a publicly traded shell company, Archer International Developments Ltd., and shares were offered on the Vancouver Stock Exchange. Realizing the need to introduce their product to the entertainment and financial interests of Los Angeles, they met with George Folsey Jr. — a well-respected and successful motion picture producer (*Trading Places*, *Coming to America*, and Michael Jackson's video *Thriller*). Folsey liked what he heard and became Chairman and a director of Archer. He was also instrumental in introducing the product to the "user community" of film producers, recording companies and artists.



© Kim Stalknecht

QSOUND is produced by a portable hardware/software package called the QSYSTEM. The system allows the creators of television, records, movies, toys and commercial productions to have access to each audio event and place it in a three-dimensional space. This is truly a new form of sound experience where sound elements seem to be suspended in mid-air, unreferenced to the speakers used for playback. The effect is similar to sitting in the middle of an orchestra while it is playing "live."

There are, however, other systems available or in development that claim to produce three-dimensional sound. Some, in fact, have been around for more than 10 years. They range from multi-speaker set-ups to post-production processing equipment. But Archer claims that none of the existing technologies utilize the same proprietary methods for the creation of three-dimensional audio imaging nor do they achieve the same results

as the QSOUND system. QSOUND, in Archer's estimation, has more flexibility and fewer restrictions in terms of listener and speaker positioning than other systems, and its sonic qualities and sound imaging are clearly superior.

Indeed, there is growing confidence in the QSOUND technology. And recently, the company has received the kind of endorsements that dreams are made of.

Last December, Archer signed a \$3.4-million/six-year licensing agreement with Nintendo, the video game giant, to improve the sound on its best-selling games. And Coca-Cola has also enlisted the QSYSTEM to enhance the sound on its commercials for its summer 1990 advertising campaign.

With these kinds of endorsements, QSOUND has captured the attention of many new investors. In fact, Archer stock has soared from 50¢ per share since its debut in 1986 to \$27 in January 1990.

**Lawrence Ryckman
in the Archer
laboratory:
revolutionizing the
way the world
listens to sound.**

In only four short years, the company has grown from three men to a specially selected, highly skilled technical and development team of 25, made up of computer scientists, engineers and physicists. Recently, the company relocated to its newly built laboratory, sound studio and control facility located in downtown Calgary. Archer has also opened corporate offices in Vancouver, British Columbia, and Los Angeles, U.S.A.

Many consider QSOUND to be the logical extension of Thomas Edison's dream to reproduce sound as close to the original as possible. Some have even called it one of the greatest milestones in the history of audio technology. But for Archer, QSOUND is about to send the sound industry reeling and take the way we listen to music right into the twenty-first century. 

Waving the Flag



Nicola M.

Over the past quarter century, the maple leaf flag has become Canada's most prominent and visible national symbol. It was first raised over Parliament Hill as the country's national flag on February 15, 1965, and this year marked its 25th anniversary.

From 1867 till that time, Canada's official flag had been Britain's Union Flag or "Union Jack" — although the Red Ensign bearing the Arms of Canada was regularly flown for Canada as well — until it was replaced by the red and white maple leaf in 1965.

The search for a new Canadian flag began in earnest in 1925 when then Prime Minister MacKenzie King appointed an armed services committee to begin investigating possible flag

On February 15, 1990, Canada celebrated the maple leaf flag's 25th anniversary.

designs. Later, in 1946, a select parliamentary committee was appointed with a similar mandate and examined more than 2 600 submissions, but Parliament was never called upon to formally vote on a design. As the 1967 centennial of Confederation approached, however, the Canadian government increased its efforts to choose a national flag.

Early in 1964, the Prime Minister at the time, Lester B. Pearson, informed the House of Commons of the government's desire to adopt a distinctive national flag. After considerable debate, the final design was adopted by Parliament and approved by royal proclamation. Red and white had already been sanctioned as national

colours by the royal proclamation granting a coat of arms to Canada in 1921, and the maple leaf had enjoyed a long tradition as a symbol of Canada.

The official ceremony inaugurating the new Canadian flag was held on Parliament Hill in Ottawa on February 15, 1965, in the presence of Governor General Georges P. Vanier, Prime

Minister Lester B. Pearson and thousands of Canadians. On that momentous day, the Honourable Maurice Bourget, Speaker of the Senate, added further symbolic meaning to the ceremony when he said: "The flag is the symbol of the nation's unity, for it, beyond any doubt, represents all the citizens of Canada without distinction of race, language, belief and opinion."

Places for Peace

The Montreal-based International Institute for Peace through Tourism recently launched its "Places For Peace" campaign. The effort stems from a recommendation made at a major international conference on the theme of Tourism: A Vital Force for Peace. Held in Vancouver in October 1988 to support the United Nations International Year of Peace, the conference attracted some 800 participants from a broad range of disciplines and from more than 65 countries spanning the globe.

The purpose of the conference was to heighten awareness of the concept of tourism as a force for peace and to examine ways for tourism to promote understanding between peoples, to improve the quality of the environment and to contribute to the World Conservation strategy for "sustainable development."

A central recommendation of the Vancouver conference was that the tourism industry join forces with landscape architects, the parks and recreation community, and environmental and peace groups as catalysts in creating "Places For Peace" throughout the world. From the local community level (peace gardens, peace memorials, peace parks) to the national and international level (international peace parks, world heritage parks and sites, international friendship trails), "Places For Peace" will serve as places of ceremony and reflection, as well as crossroads for both domestic and international travelers.

Some recent noteworthy examples of "Places For Peace" are the Toronto Peace Gardens, dedicated by Pope John Paul II; a Peace Park in Tashkent U.S.S.R., and the recently announced National Peace Garden in Washington, D.C., which

has drawn more than 2 000 entries in its design competition. The National Peace Garden has already generated interest around the world and has resulted in the building of several peace parks elsewhere in Canada and the United States.

The world's first international peace park was established in 1932. Located on the border between Canada and the United States, Waterton Glacier International Peace Park symbolically unites Glacier National Park in the United States with Canada's Waterton Lakes National Park. The peace park commemorates the long-existing relationship of peace and goodwill between the two countries.

The International Institute for Peace through Tourism is organizing a Tourism Industry Summit Meeting to be held in Reykjavik, Iceland, in

the fall of 1990. The meeting will bring together more than 60 industry spokespersons from around the world as well as a dozen world leaders from the environmental, cultural, educational and communications fields. The theme of the summit is Vision 2000, and its purpose is to formulate concrete proposals for East-West collaboration on tourism projects that promote international understanding, enhance environmental values and contribute to development in the Third World.

Father Massey Lombardi (left) ignites a peace flame in Toronto's Peace Garden during the 1984 visit of Pope Jean-Paul II.



Foto Felici, Roma

Arresting Osteoporosis

Medical scientists at the University of Toronto recently completed a four-year study on the efficacy of sodium fluoride in restoring bone mass in the spine and arresting osteoporosis — a disease characterized by deteriorating bones.

One of the woes of old age for many women is an increased susceptibility to osteoporosis. In fact, nearly one-quarter of all women over age 60 suffer from the disorder, which is triggered at menopause when lower levels of the female hormone estrogen are produced and the rate of bone loss accelerates. Osteoporosis is also found in men, although less frequently. As the illness progresses, bones can become so weak that the least pressure, even a hug, can cause them to break.

In their study, Timothy Murray, Joan Harrison and a group of researchers demonstrated that sodium fluoride taken in tablet form resulted in a 26.2 per cent increase in spinal bone mass in

61 postmenopausal women, with those over 65 showing the greatest improvement. The greater the increase in bone mass, the lower was the incidence of new spinal fractures.

Sodium fluoride is a common salt that for years has been added in low doses to toothpaste and drinking water to strengthen teeth and prevent cavities. But the University of Toronto researchers administered the substance in much higher concentrations, averaging 44 mg per day. "By varying the dose from patient to patient," says Murray, "we found we were able to get an 80 per cent response rate."

The next step, according to Murray, is to determine whether the bone mass stays at the new, improved levels or slides back down. The same women will be retested, and the team expects data on the long-term effects to be available in early 1991.

Early Environmental Warning

All too often, pollution control is like shutting the barn door after the horse has fled: by the time scientists learn that an area is in trouble, plants and animals have already perished or suffered irreversible harm. In recent months, however, CBR International Biotechnologies Corporation, a Sidney, British Columbia, company, has patented a stress probe that could serve as an effective early-warning system for environmental damage.

Developed by a team of researchers, Stress Probe measures the production of stress, or heat-shock, proteins. All living organisms, from bacteria to human

beings, synthesize the proteins. Under certain stressful conditions — including high temperature, the presence of toxic chemicals or the lack of oxygen — organisms increase their production. By detecting elevated levels of one or more of the 30 stress proteins in a test organism, researchers can tell that something is wrong and deserves investigation.

Most current methods of pollution monitoring involve chemical analyses of sediment, water and tissue samples — an often costly proposition. Checking a sample of sediment for dioxins, for example, may cost between \$1 200 and

Pollution control:
too often like
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\$1 500 and take several weeks because scientists are looking for such minute quantities of material. One part per trillion is already cause for concern.

Stress Probe, on the other hand, allows researchers to measure an organism's physiological response to a toxin. Such a response may be dramatic and readily detectable even when the amount of contaminant is tiny. As a result, Stress Probe promises to be easy to use, and its developers are currently working on a field kit that will test samples at a cost of \$5 to \$10 each. To identify the source of the problem, however, it will still be necessary to employ the chemists' sophisticated arsenal. "But this way," says Bryan Imber, a CBR International spokesperson, "we direct their efforts where we know they are needed."

With an inexpensive, new monitoring device at hand, researchers may soon be able to conduct regular environmental checkups. Moreover, as Bill Welch, a cell biologist and consultant to CBR International's American affiliate points out, people at risk from pollution, such as workers in a chemical factory, could also be monitored. Blood samples could be routinely taken, and a sudden increase in the stress response of workers' white blood cells might indicate exposure to a toxic compound. In the not-too-distant future, stress-level counts may be as much a part of visiting the doctor as blood-pressure readings are now.



World's Most Powerful Parallel Computer Unveiled

The world's most powerful parallel computer — using "off-the-shelf" microprocessors — was recently unveiled in Edmonton, Alberta. A critically important breakthrough, the technology was designed, developed and built by Myrias Research Corporation in Canada.

Parallel computers are supercomputers that work at awesome speeds by dividing up a complex job and having several different processors work on different parts of a problem simultaneously. In the jargon, it's called "parallel processing."

"Industry experts now agree that parallel computers harnessing the power of hundreds of thousands of microprocessors to work on a single computer problem will be the high performance computing standard for the twenty-first century," says the company's president, Peter Gregory. "Myrias has made it reality in 1990."

Unlike other massively parallel systems designed to use custom processors that operate on only one to four bits of information at a time, the Myrias system is based on full 32-bit processors. This provides a much more broadly applicable system, a higher level of compatibility with industry standards, and higher sustainable program throughput rates.

The Myrias system harnesses 1 044 commercial processors and includes 4.2 billion bytes of memory — which is believed to be the world's record memory capacity. The system executes 3 670 million instructions per second (MIPS) and 630 MFlops (million floating point operations per second). As a point of comparison, large mainframe computers are typically capable of less than 100 MIPS.

Gregory describes the system's potential uses and its value to science, commerce and technology: "We are particularly proud that a Canadian company, using technology conceived, designed and manufactured in Alberta, is providing the next generation of high performance computing to the world."

For Gregory there are many practical applications of the new technology: "There is weather prediction and climate modelling, designing new industrial materials, designing drugs, medical imaging and diagnostics. Understanding environmental changes and events, natural resource exploration, designing vehicles for earth, sea and space exploration. Designing new semiconductors, designing and controlling telecommunications and energy distribution networks. And there are also commercial uses such as econometric modelling, world-wide arbitrage, and realtime business analysis."

Users of Myrias systems — chemists, business analysts, professionals, biologists, astronomers, physicists, engineers, mathematicians — have demonstrated overwhelmingly that Myrias has solved the problem of making high-performance computing easy to program. And they are continually finding new applications for Myrias machines that no one had foreseen. They have converted programs from other computers in mere hours, and run them efficiently on systems ranging from 64 processors to the large system unveiled today. The ease of use and unlimited capacity of the Myrias technology have caused users to classify the Myrias as the first in a new category of tools for computational science.

Myrias Research Corporation was founded in Edmonton in 1983 and has been financed by a \$35-million mix of private, federal and provincial government funds. Recently, Myrias opened a wholly owned U.S. subsidiary — Myrias Computer Corporation — in Boston. The subsidiary is responsible for worldwide sales, marketing and technical support of Myrias products.

New Window on the Universe

The Canadian government has recently given the go ahead to one of the most ambitious scientific experiments ever conducted in Canada. It's called the "SNO" project — which stands for Sudbury Neutrino Observatory. Some say it could unlock the secret of how the universe will end.

The Sudbury Neutrino Observatory will be located more than 2 km below the earth's surface, deep in the rock of the Canadian Shield near Sudbury, Ontario, where a team of scientists from Canada, the United States and Britain will study the elusive particles known as neutrinos. Many believe that the team's findings will profoundly alter present theories about solar energy production and lead to fundamental advances in theories that explain how the basic forces of nature work.

INCO's Creighton Mine will be home to the new Sudbury Neutrino Observatory.

Neutrinos are tiny, sub-atomic particles that are born in the nuclear fires at the centre of the sun and in remote exploding stars. They can also penetrate virtually all types of matter. Most neutrinos, for instance, would emerge unscathed after travelling through a wall of lead one light-year thick.

Neutrinos stream out of the sun's core at the speed of light. Because they reach the earth in minutes (compared to the thousands of years it takes other particles to escape from the sun), neutrinos hold the key to understanding exactly what is happening at the sun's core.

Scientists believe neutrinos fill the universe. But, the problem is that they are hard to see. Neutrinos, in fact, are the closest thing to nothing that exists, and scientists, as a result, know very little about their detailed properties.

But five years from now, the Sudbury Neutrino Observatory will be home for the best neutrino detector ever devised. Some of the most sophisticated scientific equipment in the world, coupled with a giant tank of heavy water, will catch about one out of every thousand quadrillion neutrinos. That's about one neutrino per hour.

Although neutrinos from the sun have been studied previously at two neutrino observatories in the United States and Japan, these experiments were not sensitive enough to provide definitive answers to key scientific questions. The Sudbury Neutrino Observatory will be at least 10 times more powerful than any existing detector and superior to any that has been built elsewhere.

The key to the Sudbury Observatory is the availability of pure heavy water. No other country in the world has available reserves of large amounts of non-radioactive heavy water sufficient for a neutrino observatory. Heavy water is the ideal medium for detecting neutrinos because all three types of neutrinos react with it. About 10 000 neutrinos per year are expected to interact with the nuclei of atoms in the 1 000 t of heavy water in the observatory's giant acrylic container. This is 50 times the rate that neutrinos can be observed in the best existing detectors.

One question scientists will be attempting to answer is whether neutrinos have a mass. And if they do, this could have major implications for the future of the universe. Neutrinos are thought to be the most abundant particle that exists. They were produced in enormous quantities when the so-called "Big Bang" occurred and the universe was born. But even if each has a tiny mass, scientists theorize that together they could still "outweigh" the combined total of all other known forms of matter. Protons, neutrons and electrons — the stuff of rocks, people, planets and stars — could be a minority component of a universe dominated by neutrinos.

Scientists also believe that there could be enough gravitational attraction caused by neutrinos to slow the expansion of the universe and cause a collapse into a "big crunch" — the opposite of the Big Bang — billions of years in the future. The Sudbury Neutrino Observatory will have enough sensitivity to determine what influence neutrinos will have on the fate of the universe.



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