



**FOR IMMEDIATE RELEASE**

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## **MEDIA RELEASE**

### **Greater Victoria announced as host city for 2021 55+ BC Games**

**Victoria, BC** - On behalf of BC Minister of Tourism, Arts and Culture, Lisa Beare, the BC Seniors Games Society is pleased to announce Greater Victoria as the host location of the 2021 55+ BC Games.

The 55+ BC Games is an annual, multi-sport competition celebrating active and healthy seniors. With five days of competition and cultural events, the 55+ BC Games attract more than 3,000 athletes who participate in over 23 sports. Participants travel from across the province to experience the competition and camaraderie of the annual Games.

In 2017, an Economic Impact study found that the 55+ BC Games provide an impact of over \$3.3 million to the host community. In addition, Host communities benefit from the development of capacity to host large multisport events by training volunteers and improved infrastructure through the Games Legacy program.

#### **Quotes:**

“The 55+ BC Games not only casts a spotlight on British Columbia’s vibrant 55-plus population, it gives host communities the opportunity to shine.” said Lisa Beare, Minister of Tourism, Arts and Culture. “Our government is proud to support the Games, which help B.C. residents stay active and engaged in their communities at any age

“On behalf of BCSGS members I am pleased to congratulate Greater Victoria for their successful bid for the 2021 55+ BC Games to be held in Zone 1 or Vancouver Island South from September 15 – 19, 2021” said Cindy Simpson, President BC Seniors Games Society. “Our members will be looking forward to attending the games in the capital city of our province on Vancouver Island. Wishing the Host Society every success in hosting these games.”

“I would like to congratulate everyone that worked hard to make this a successful bid” said Paul Nursey, CEO of Destination Greater Victoria. “The sport community, tourism industry and local governments worked collaboratively on this positive outcome. It is a tremendous opportunity to showcase our community and welcome visitors from across British Columbia to our beautiful region.”

“The 55+ BC Games gives these athletes a chance to continue to compete and pursue their passion for sport” said Keith Wells, Executive Director of the Greater Victoria Sport Tourism

Commission. “This is also an inclusive event with an emphasis on participation and fun. There will be a lot of camaraderie, with the athletes leaving Greater Victoria with new friends and great memories.”

- 30 -

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**About the Greater Victoria Sport Tourism Commission**

The Greater Victoria Sport Tourism Commission is the successor to SportHost Victoria. Following local sport stakeholder consultations, a new model incorporating sport hosting and tourism marketing was recommended in 2017 to better align organizational resources in Greater Victoria into one sport-focused entity. The Greater Victoria Sport Tourism Commission was announced on February 13, 2018 to succeed SportHost Victoria. It will be housed as a highly autonomous entity within the legal structure of Tourism Victoria.

**About the 55+ BC Games and the BC Seniors Games Society**

The 55+ BC Games is an annual, multi-sport competition celebrating active and healthy seniors. The Games are funded primarily by the BC Seniors Games Society and the Provincial Government. They are an important part of the Sport 4 Life Long Term Athlete Development, with many of the Provincial Sport Organizations providing support.

The BC Seniors Games Society is the parent organization that is responsible for the overall governance of the Games, the sport specific rules, and the liaison with the senior participants.

Please visit [www.55plusbcgames.org](http://www.55plusbcgames.org) for more information.