

THE TORCH STOPS HERE!

Join Markham's Olympic Torch Relay Celebration.

Thursday December 17, 2009

Markham Civic Centre



Pre Event Schedule

Flag Raising and Media Launch

Date: November 18 @ 10:00 am

Location: Civic Centre

Event will include entertainment

VANOC Staff arrive in Markham

Date: December 14

Location: Civic Centre

Event : Site inspections

Date: December 15

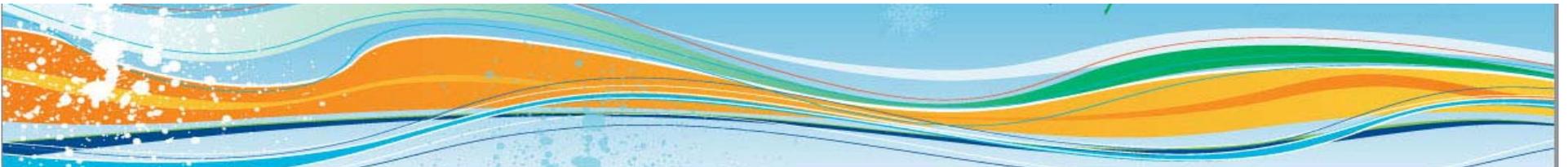
Location: Canada Room

Event: Media Briefing – coordinated by VANOC

Date: December 16

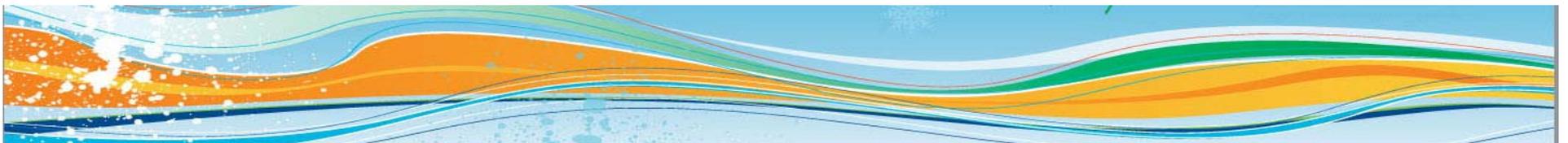
Location: Civic Centre

Event: Review Run of Show



Event Schedule

Time	Event	Location
8:30am – 10:00am	Citizenship Court	Council Chambers
9:30am -10:00am	Community Parade	Starts at Clegg Road
10:00am -11:15am	Fan fare to start show which will include: Community entertainment: Community dance production; Justin Hines; Leahy; Entertainment by RBC and Coca Cola torch relay sponsors;	VANOC Stage
11:15am	Torch Arrives	Route of the Torch through Markham to be announced 2 weeks prior to December 17
11:15 – 12:30pm	Official ceremonies with greetings from the federal, provincial representatives and Mayor Scarpitti plus entertainment	VANOC stage
12:30pm – 1:00 pm	Featured Performer – Suzie McNeil	VANOC stage



Community Engagement

Who's been invited to participate:

- Cultural groups
- Local Sport Groups
- Schools
- Seniors clubs
- Local Businesses

Own the Podium Municipal Challenge – fundraising program for our Olympic Athletes

**VANCOUVER 2010
OLYMPIC TORCH RELAY**

Markham Celebrations
THURSDAY, DECEMBER 17, 2009

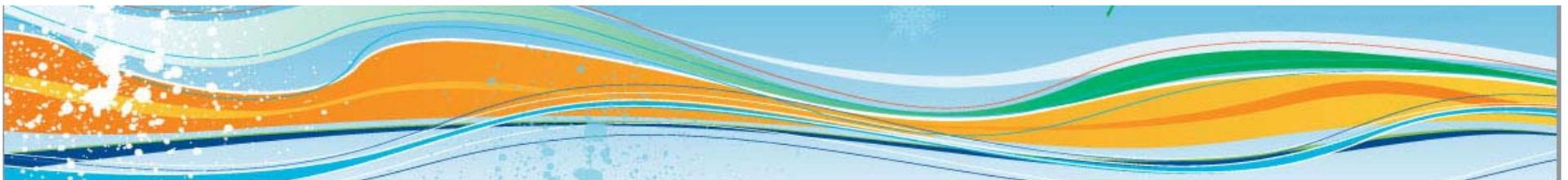
Celebration Parade Route
The Parade will assemble on Cedarland Dr. and Warden Ave. at 8:30 a.m.

Apple Creek Blvd
Warden Ave
Markham Civic Centre
Highway 7
Clegg Rd
Cedarland Dr

Please register your group by December 4, 2009.
To register, email your group name and contact details to msregistration2009@yahoo.ca, or fill in and drop off this card at the Unionville Entrance of the Markham Civic Centre.

**Yes, we'd like to join the Celebration Parade.
Please contact me with detailed instructions.**

Your Name: _____
Group Name: _____
Email: _____
Phone: _____



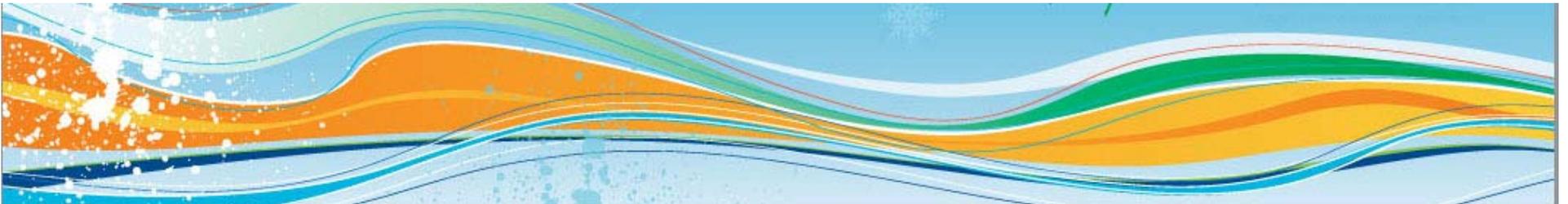
Torch Route

- Route to be announced two weeks prior to December 17th
- Main Torch Bearer to be announced at that time
- Torch Route will be lead by the two lead sponsors RBC and Coca Cola
- RCMP guide the route through Markham and into the Civic Centre



Event Site - Logistics

- Consist of two stages – Main Stage provided by VANOC and second Stage provided by Markham
- RBC and Coca Cola will have interactive activities for the attendees
- Steering Committee organizing additional activities for the School children to augment RBC and Coca Cola
- Extra washrooms will be available
- York Region Police will assist with road closures and security
- Alternative Parking has been arranged for staff
- Concessions will be available
- Designated seating and area for persons with disabilities
- York Region Police will be providing a warming bus



Communications

- Promotions of the event began at the Milliken Children's festival

October

- advertisements have been placed in the local newspaper
- Street-side recycling bins
- Stand up Banners
- Trade show exhibit
- Markham website

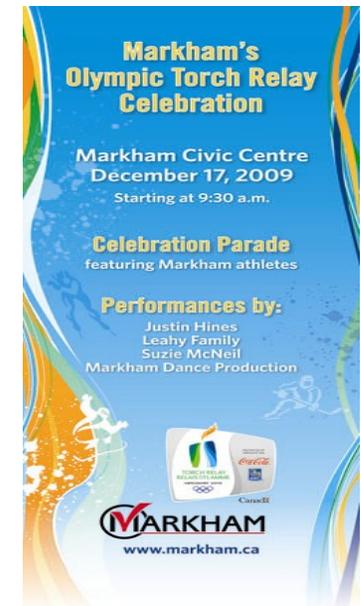
November

Additional promotions will begin

Which include various cultural papers and magazines

Street post banners

Overall 1.2 m basic media impressions



Task Force

Chair – Mayor Frank Scarpitti

Community Partners

Greg Armstrong – Coca Cola
Maria Bosnjak – Royal Bank
Jobson Easow – Race Relations
Committee
Ben Leung – United Way
Melanie Moffatt – YRP
Celeste Pellecionne – Markham Arst
Council
Fabio Pozzobon – Coca Cola
Robertson Rouse – YRP
Lorne Smith – Town Historian
Richard Cunnigham – Markham Board of
Trade
Cathy Salvo – Markham Sport Council
Judi McIntrye – Markham Sport Council
Kitty Bavington – Clerks – Committee
support

Staff

Janet Carnegie – Communications
Anna Rose – Communications
Dennis Flaherty – Communication
Eric Lariviere = Theatre Manager
John Ryerson – Director of Culture
Warren Rupnarain – Accessibility
Coordinator
Bill Snowball – Fire Chief
Bob Walters – Operations
Susan Stiles – Recreation
Jason Tsien – Recreation
Lori Wells – Recreation – Project Manager



THANK YOU AND SEE YOU ON DECEMBER 17TH
WELCOMING THE OLYMPIC TORCH TO MARKHAM