



# The Corporation of the Town of New Tecumseth

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## **New Tecumseth get ready to shine in the 2010 Olympic Torch Relay**

**NEW TECUMSETH, ONTARIO** – The countdown is on and soon the eyes of the world will turn to our community as the Olympic Flame is set to arrive on Tues., Dec. 29<sup>th</sup>. The Olympic Flame is coming to New Tecumseth as part of the Vancouver 2010 Olympic Torch Relay, presented by Coca-Cola and RBC and supported by the Government of Canada.

“Everywhere you look, excitement is building for the arrival of the Olympic Flame and everyone is encouraged to come out and cheer on the torch as it makes its way to Vancouver,” said Mayor MacEachern. “On Tuesday December 29th, we’re expecting hundreds to turn out for this emotional, once-in-a-lifetime opportunity to see the Olympic Flame in person right here in our community and feel inspired by its universal message of peace and friendship.”

To celebrate the arrival of the flame, the Town is planning a community celebration based on the “Show Your Spirit theme.” The Town is encouraging participation from all our communities and hope you will join us in this exciting initiative. Staff has been presenting an “Olympic Torch Road Show” aimed at providing information pertaining to this historical event in New Tecumseth to a number of area community groups, schools, and businesses. The Town is working on various initiatives based on the “Show Your Spirit” theme including a student poster contest, school “Show Your Spirit” challenge and a merchant store window display contest.

Victoria Street will be closed from Paris to Centre Street from 10 a.m. to 4 p.m. to accommodate the “Show Your Spirit” Celebration that will include New Tecumseth’s biggest road hockey game, music, circus performers, entertainment, interactive events and fun anticipating the arrival of the Olympic Flame.

So.... show your Olympic spirit... line the route wearing your patriotic red and white...create signage and display it along the route...expand on the “Show Your Spirit” theme...have your group, school or family cheer on the torch as it passes through Alliston. Be sure to watch the Town website at [www.town.newtecumseth.on.ca](http://www.town.newtecumseth.on.ca) to find out where to go in Alliston on Dec. 29 to see the Olympic Flame.

The Olympic Flame will arrive at approximately 4:30 p.m. as part of a convoy of vehicles, which will include torchbearer shuttles, media vehicles, relay support vehicles and police cruisers. Temporary rolling road closures will ensure the safety of the

torchbearers and spectators lining the relay route. The crowd will see a new torchbearer carry the flame every 300 metres through the community as it travels on its 45,000-kilometre-long journey across Canada — the longest domestic torch relay in Olympic history.

“Our goal with these celebrations has always been to bring the magic and excitement of the Olympic Spirit home to millions of Canadians no matter where they live and truly make these Canada’s Games,” said John Furlong, Chief Executive Officer of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

The 106-day Olympic Torch Relay will visit more than 1,030 communities and places of interest in every province and territory. On February 12, 2010, the Olympic Flame will make its way to downtown Vancouver to light the Olympic Cauldron signaling the kick off to the start of the Vancouver 2010 Olympic Winter Games.

For more information on the Vancouver 2010 Olympic Torch Relay visit [www.vancouver2010.com/torchrelay](http://www.vancouver2010.com/torchrelay). A detailed street-level route will be available on the website approximately two weeks before the Olympic Flame arrives in Alliston.

### **About VANOC**

VANOC is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Vancouver and Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. Visit [www.vancouver2010.com](http://www.vancouver2010.com).

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