

NEWS RELEASE

February 13, 2010

“Regina Day” will celebrate the city at the Olympics

The spotlight will be on Regina at the 2010 Winter Olympic Games. The City of Regina, in cooperation with Regina Regional Opportunities Commission, will host “Regina Day” on Friday, February 13 at the Saskatchewan Pavilion in Vancouver.

Regina’s presence at the Olympics from February 12 to 14, will allow us to highlight the city’s career, investment and tourism opportunities to a global audience. Visitors to the pavilion will find both a Business Centre Kiosk, and an Entertainment Centre which will feature local entertainment including Jack Semple and the Free Style Boogie Band, Mobadass and Def 3.

Both the Business Centre Kiosk and the Entertainment centre will be used to profile Regina’s newly unveiled community brand, ‘Infinite Horizons’ to the international audience that will be at the Olympics and to up to 10,000 unaccredited media representatives looking for information about Canada.

“Our primary goal for ‘Regina Day’ is to showcase our community and tell the world about our unlimited opportunities and great quality of life,” Mayor Pat Fiacco said. “A presence at the Olympics will allow us to promote Regina’s business and tourism potential, and celebrate our culture with an international audience.”

“We are proud of our city’s positive business environment and will be using that message to attract and encourage investment and immigration from across Canada, as well as from many other countries,” Larry Hiles, President and CEO of Regina Regional Opportunities Commission said. “Our goal in promoting “Regina Day” is to reach investment and prospective residents outside our province and country and to expand economic growth in our community.”

Participation and promotion of the City of Regina in Vancouver enables exposure to an audience of over 500,000 attendees, as well as local, national and international media.

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