



Event Overview

Celebrating the art and sport of competition in an Olympic-style format, the eGames ("Endurance Games") will showcase Canada's Olympic and elite athletes, serve as the pre-eminent amateur athletic festival in Canada and also provide an annual occasion to turn the nation's attention to health and fitness for all generations with special attention given to the younger generations.

Central to the concept of the eGames is the unique opportunity whereby Canada's reigning Olympians and elite-level athletes will compete in their respective sports and then play an instrumental role as ambassadors by hosting the mass participation competitions that will occur during the Games.

The eGames feature a full roster of summer sporting events as well as exhibitions and entertainment that will entice thousands of competitors, draw large numbers of spectators and showcase the Barrie Waterfront (the epicenter of the eGames), and also impress those viewing the action on television from their homes.

Event Producers

Graham Fraser's career in endurance sports production spans 28 years. Beginning with the creation and growth of the Subaru Triathlon Series across Ontario, Fraser also led the hosting of the 1992 ITU World Championships in Huntsville, Ontario. He spearheaded the development of Ironman Canada and the expansion of seven Ironman events throughout North America, which fostered the explosion of the sport of triathlon. Most recently, Fraser has returned to his Ontario roots hosting thousands of cyclists in his Centurion Cycling events. With the eGames, Fraser looks to usher in the next generation of athletic competition in Canada.

The Reason

The dream is to positively impact the lifestyles of those within the community and Canada as a whole. While this community is fortunate to have access to such a rich



and diverse area for active lifestyles, the numbers of people taking advantage of these opportunities is decreasing leading to increased rates of obesity, especially among youth. Through the eGames, we can make athletic opportunities available in a grand way so anyone can participate, provide heightened exposure to new sports, highlight Canada's Olympian ambassadors who will serve as athletic role models, and also take advantage of the opportunity to run youth and community programs in tandem with the Games. In doing so, the eGames will bring greater numbers of active lifestyle people to Barrie, Ontario, and Canada.

Sports

2013

- > Cycling (Criterium, Cyclocross, Mountain Biking, Road Racing, Youth Events)
- > Running (including Youth Events)
- > Triathlon
- > Stand-up Paddleboarding
- > Dragonboat Racing

Within the eGames, competitions for each of these sports will be held in their traditional form for age group competitors. For the elites, the formats for the competitions will be re-imagined and operate against convention while still remaining true to the sport's essence, the competitive nature of the event, and among all, the joy of athletics.

The Elite competitions will have unique formats geared towards faster paced, exciting, and spectator-friendly competition. For example, the elite triathlon will feature a circuit short course with multiple transitions which will yield a more intense competition and an increased event tempo that is more fun to watch. The elite criterium will include an elimination of the slower athletes following each lap leading to very fast final lap. And, the elite run will also include an elimination on a circuit course setting up an invigorating and intense stadium-feel competition.

Community-based events such as a Kid's Bike Ride, Kid's Run and a Community Walk, intended to engage a broader audience, will also be an important part of the eGames schedule of events.



Preliminary Schedule

Friday evening

- > Opening Ceremonies
- > Kid's Ride
- > Cycling Criterium Races (Celebrity and Elite)
- > Live Entertainment

Saturday

- > Triathlon: Olympic and Half-Olympic distances (morning); Pro and development race (afternoon)
- > Cross Bike Competition
- > Mountain Bike Race
- > Hell in the Horseshoe: Elite level road cycling race
- > Run: Elite level elimination run
- > Run: 5km & 10km

Saturday Evening

- > Awards and Live Entertainment

Sunday

- > Road Cycling: Centurion C100 & C50
- > Kid's Run
- > Community Walk

Saturday Afternoon

- > Awards and Closing Ceremonies

Villages

- Village 1 - Downtown Barrie
- Village 2 - Triathlon and Expo Venue (Beach)
- Village 3 - Paddlesport and Concert Venue (South Shore)
- Village 4 - Off-Road and Hell in the Horseshoe Venue (Horseshoe Resort)



Located in the heart of Ontario, and only one hour from Toronto, the Barrie Waterfront will serve as the Athlete Village and staging grounds for many of the eGames events and activities.

The Athlete Village includes sport-specific pavilions featuring industry sponsors, vendors, sport federations and hospitality areas for programming (professional/elite athlete appearances, educational seminars and demonstrations, etc.)

The Barrie Waterfront is also home to the eGames main stage (awards and entertainment), food and beverage pavilions, and the eGames Experience (event information, results, merchandise, Get Fit Canada interactive games, lost and found, etc.).

The Off-road cycling competitions will be based out of Horseshoe Resort.

Olympic Athletes

- Simon Whitfield
- Clara Hughes
- Adam van Koeverden

In addition to the Olympic/Elite-level competitions, the eGames includes junior level events, age group competitions and mass participation races.

Community Benefits

- **Economic Impact:** Three-day sports festival bringing athletes from across Ontario (and Canada as the event grows) generating day-trip visits, overnight room stays, restaurant and retail spending, and ultimately exposure to the area and waterfront.
- **Pre-promotion:** Complete multi-faceted marketing plan leading up to the inaugural event to drive awareness and participation, including, but not limited to, web, print, radio, television, public relations, celebrity endorsements, database marketing, sales and ambassador programs, point-of-purchase programs, and social media.
- **Event Promotion:** Race week marketing to drive further participation and increased spectator visits, charity fundraising, and awareness for future years



including live television and radio, public relations, social media, and feature stories showcasing the Waterfront, City of Barrie, Simcoe County and Ontario.

- **Lasting Legacy:** The City of Barrie and the Waterfront presented as the premier venue for the eGames, a hotbed for active lifestyles, diverse sporting opportunities, and a welcome place for recreation.
- **Charity Fundraising:** Each of the events within the eGames has fundraising opportunities for local, regional, provincial, and national charity teams who are looking to take advantage of the marketing and infrastructure already in place to raise awareness and funds for their important efforts.
- **Proactive Wellness:** As an eGames partner, the City of Barrie and community at large is taking a proactive step towards improving the health and wellness of all ages and populations by providing incredible opportunities for fitness activities, ranging from community walks to youth runs, and from distance road cycling to youth rides. Opportunities also exist to incorporate "Get Fit Barrie" and/or "Get Fit Ontario" programming.

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