



## 2017 Canada Summer Games Major Sponsorship Announcement

*Great-West Life, The Winnipeg Foundation, and Quick Transfer announce support for the 2017 Games*

WINNIPEG (June 14, 2016) - The 2017 Canada Summer Games Host Society is excited to announce several sponsors, including Premier Sponsor, Great-West Life. Today's announcement brings the 2017 Games' total of confirmed sponsorship to in excess of 70 percent of the overall goal of \$8.7 million.

Stefan Kristjanson, incoming President and Chief Operating Officer of Great-West Life announced the corporation would also be the Presenting Sponsor of the 2017 Canada Summer Games' Volunteer Program, which begins recruitment in September 2016.

"Winnipeg is not only Great-West's global headquarters, it is home to more than 3,000 of our employees and their families," said Kristjanson. "Great-West Life is delighted to welcome the 2017 Canada Summer Games to our city and to support a key component of the Games' success – the volunteers. Our commitment will support the recruitment, training and accreditation for the 6,000 volunteers who will help make the Games a success."

Jeff Hnatiuk, President and CEO of the 2017 Canada Summer Games Host Society announced Signature Sponsor, The Winnipeg Foundation, and Official Supporter, Quick Transfer. The Winnipeg Foundation is the Presenting Sponsor of the 2017 Canada Summer Games website and the Diversity in Winnipeg content that will be featured across multiple platforms. Quick Transfer is the Presenting Sponsor of turnaround day – the day week one athletes depart and week two athletes arrive, and is our official warehouse provider.

"The 2017 Canada Summer Games are deeply grateful for the support of Great-West Life and that of all these great organizations," said Mariette Mulaire, Co-Chair of the 2017 Canada Summer Games Host Society. "The business community's ongoing support of the Games will help facilitate the delivery of an exceptional Canada Games experience that puts athletes first, strengthens and showcases our communities, and invites the nation to celebrate 50 years of the Canada Games and 150 years of Confederation."

-30-

### About the 2017 Canada Summer Games:

Winnipeg, Manitoba will host the Canada Summer Games July 28 – August 13, 2017. Featuring 16 sports, over 250 events and a major cultural festival, the 2017 Canada Games will welcome over 4,000 athletes and coaches and more than 20,000 visitors. Celebrating the Games' 50th anniversary and Canada's 150th birthday, the Canada Games are this country's largest multi-sport event for young athletes. They will leave a lasting legacy of new and enhanced sport facilities, volunteer and leadership development that will benefit athletes and the broader community for years to come.

### About Great-West Life:

Great-West Life, together with London Life and Canada Life, serves the financial security needs of more than 12 million people across Canada. Responsible and ethical management is an intrinsic value of the companies and is essential to long-term profitability and value creation. As an Imagine Caring Company supporting the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada, the companies donate a minimum of one per cent of average pre-tax profits to non-profit, charitable and community organizations each year.

Learn more about the organization's [corporate social responsibility](#).

#### **About The Winnipeg Foundation:**

The Winnipeg Foundation, Canada's first community foundation, was established in 1921. Built by people from all walks of life, the Foundation pools and invests gifts entrusted to it in order to generate grants that benefit a variety of local charitable needs.

<http://www.wpgfdn.org/>

#### **About Quick Transfer:**

Quick Transfer is a Winnipeg-based moving and storage company, owned and operated by the Mueller family since 1959. Their diverse expertise services a wide array of customers, with moving and storage solutions for commercial, industrial, corporate, freight, crating, office, and household clients. They are excited to participate in the mission of the 2017 Canada Games.

<https://www.qtmoving.com/>

**For more information, or to arrange interviews/media availability, please contact:**

#### **2017 Canada Summer Games:**

Martin Lussier

Manager, Communications

Office: 204-594-4241

Mobile: 204-890-6757

[mlussier@2017canadagames.ca](mailto:mlussier@2017canadagames.ca)

#### **Great-West Life:**

Tim Oracheski

Director, Media & Public Relations

Communication Services

The Great-West Life Assurance Company

Tel 204-946-8961

Cel 431-777-6552

[Tim.oracheski@gwl.ca](mailto:Tim.oracheski@gwl.ca)

#### **The Winnipeg Foundation:**

LuAnn Lovlin

Director of Communications

The Winnipeg Foundation

Tel 204-944-9474 ext. 232

[llovlin@wpgfdn.org](mailto:llovlin@wpgfdn.org)