

## **2019 Canadian Tire National Skating Championships**

**January 13 – 20, 2019**

**Saint John, New Brunswick**

A not-for-profit organization, Skate Canada/Patinage Canada is the oldest and largest figure skating organization in the world and is recognized by the Government of Canada and the Canadian Olympic Committee (COC) as the governing body for the sport of figure skating in Canada. Skate Canada/Patinage Canada is dedicated to creating a nation of skaters both recreationally and competitively.

Skate NB / Patinage NB is the governing section in New Brunswick and is comprised of 35 clubs organized into regions. Region 4 encompasses Saint John, Quispamsis and Sussex. The 2019 Canadian Tire National Skating Championships will be hosted by Region 4 from January 13-20, 2019, at Harbour Station and QPlex, respectively. The championships will feature approximately 250 of the country's best skaters in the men, women, pairs, and dance disciplines, competing in three levels: senior, junior, and novice.

This will be the first national championships following Canada's very successful 2018 Olympic Winter Games. It is expected that 2018 World Bronze medalists and Olympians, Kaitlyn Weaver and Andrew Poje, will be competing in Saint John in senior dance. Additionally, Olympians Gabrielle Daleman, Keegan Messing, Piper Gilles and Paul Poirier and the next cohort of Canadian skating talent will be featured.

The pre-eminent national championships will see athletes vie for spots on the Skate Canada National Team and the Canadian teams that will compete at the 2019 ISU World Figure Skating Championships, 2019 ISU Four Continents Figure Skating Championships and 2019 ISU World Junior Figure Skating Championships.

In addition to team selection, the 2019 Canadian Tire National Skating Championships contribute to figure skating development across the country and in particular in New Brunswick, providing inspiration to aspiring skaters to embrace the joy of skating. Hosting the national championships will help the long term success and sustainability of local clubs in New Brunswick. The 2019 Canadian Tire National Skating Championships are also about community development and pride. In fact, the 2019 Canadian Tire National Skating Championships include economic, social and cultural benefits that impact the host region and province as well as the participants, volunteers and spectators who experience the Championships.

Skating at any level is a part of our Canadian culture, and knowing how to skate well improves the enjoyment provided by this popular sport, whether it involves skating just for the pure joy of gliding across the ice, or playing hockey, or figure skating. Physical fitness is in the forefront of everyone's mind in this society, and knowing how to skate provides a great avenue to promote wellness for all of life, no matter the age.

The 2019 CTNSC is expected to attract visitors from all over the country. The Hilton Saint John and Delta Hotels by Marriott Saint John are fully booked, as official hotels from January 12 to 20, 2019. Approximately 2,700 hotel rooms will be required, excluding rooms required for out of town spectators. The QPlex is booked fully from January 12 to 19, 2019 and Harbour Station is

booked exclusively from January 12 to 20, 2019. Transportation (buses from Optimum Ride of Sussex) will run every 30 minutes from the QPlex to Harbour Station / Delta from January 13 to January 19, 2019. We hope engagement with retail outlets in Saint John and Quispamsis, including store fronts with skating themes and promotions, will create a dynamic atmosphere that leads to economic spending and growth. Watch the area come alive in January!

Additionally, the live streaming and live CTV/TSN televised broadcasting allows Saint John and Quispamsis to be highlighted as a tourism destination. Practices will livestream from the Qplex from January 13 to 19, 2019. Exposure could be widened with television commercials, rink boards and advertising in house at the event.

Hosting the 2019 Canadian Tire National Skating Championships provides the opportunity to welcome and showcase our city to a number of high level government officials from the local to federal levels, prestigious members of the figure skating world and Canadians across the country.

The host committee is confident that the 2019 Canadian Tire National Skating Championships will create a positive and significant economic spinoff. The STEAM (Sport Tourism Economic Assessment Model) analysis conducted for the 2018 Canadian Tire National Skating Championships in Vancouver, estimated the economic spinoff of 6 million dollars. The economic spin-off in Greater Saint John is expected to be at least 2.5 million dollars (see attached STEAM).

It is a struggle for smaller venues to attract sporting events. Smaller towns and cities cannot compete with larger cities that attract bigger audiences due to large populations. Further there are increased costs with smaller cities, particularly, travel costs.

As such, we are reliant on sponsorship in order to ensure that the 2019 Canadian Tire National Skating Championships is profitable, thereby, encouraging further events to be awarded to the area.