



VANCOUVER AND WHISTLER BID for the 2010 WINTER OLYMPIC GAMES & PARALYMPIC WINTER GAMES

CULTURAL PROGRAMS OVERVIEW

The opportunity to host the Olympic Winter Games and Paralympic Winter Games comes once in a lifetime ... and we'll have to earn it! But when we do, the creative community of Vancouver, Whistler, British Columbia, and Canada will have a singular opportunity to step onto the front pages of arts and entertainment sections around the world.

Culture is the second pillar of the Olympic Movement. Together with Sport and Environmental Sustainability it is enshrined in the Olympic Charter. The cultural components of a Bid City's submission are essential to winning the bid and critical to the success of the Olympic Games.

Winning the right to host the Olympics means hosting the Olympic and Paralympic Games. The Paralympic games is a parallel international sport and cultural event with competitions for elite athletes with a disability.

MANDATE & VISION

The mandate of the Culture Team is to develop exceptional cultural programs for the Vancouver Bid that fulfill the International Olympic Committee (IOC) requirements, celebrate sport, and showcase Canada's artistic quality and cultural diversity within a global context.

The Team will achieve its mandate by working with the creative community to distinguish the Vancouver 2010 Bid. This will be accomplished through innovative programs that are anchored in the strength of the host city and reach out to engage the global community to promote Olympic values and intercultural exchange. In so doing, the Bid proposes a celebration of physical and creative ability that transcends borders to inspire Olympism, innovation and creative excellence.

BID REQUIREMENTS – CULTURAL COMPONENT

A Bid city prepares its submission in response to an IOC questionnaire addressing each of the required programs for both Olympic and Paralympic Games:

- Cultural Festivals in each of the four years of the Olympiad (2007-2010);
- Olympic Flame (torch) Relay;
- Opening and Closing Ceremonies;
- The Olympic Arts Festival in conjunction with the Games;
- Welcoming Ceremonies for the IOC and all Teams attending the Games;
- Medal Awards Ceremonies and Celebrations;
- Youth Programs including an Olympic Youth Camp;
- Education Programs about the Olympic Movement;
- Comparable activities for the Paralympic Games which follow the Olympics by two weeks

Additional programs are optional. Submissions must include program concepts and themes. Venues must be identified, and all logistical, human resource, and budget requirements must be projected and committed.

BID PLANNING

Bid planning is about engaging the creativity of the host community and stimulating the appetites of arts and cultural patrons throughout the region. In addition to preparing the protocol, ceremonial and educational functions mandated by the Olympic Charter, the Vancouver 2010 Bid intends to build model programs that include a diverse menu of cultural and artistic expression. Through these we will deliver the message of the Olympics, salute sport, and celebrate ability.

Together these initiatives will increase public awareness and build support of the bid, and convey a message to the Olympic family that their Canadian hosts welcome diversity and embrace the Olympic ideal.

INFORMATION/CONSULTATION

As part of the Bid phase, the Cultural Programs Team of the Vancouver 2010 Bid Corporation will be holding a series of information/consultation sessions, in various locations, throughout 2002. In addition, we will regularly post information to our website – www.winter2010.com - to keep you up to date.

Equally important, we invite you to share your ideas and suggestions with us by contacting us at the numbers and addresses noted below:

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