

2014 Grey Cup Announcement

March 8, 2013

Speech length: 3 minutes

Event: what is it?

- BC Lions announcing Vancouver's selection as host for the 2014 Grey Cup with the championship game to be played at BC Place.
- This will be the second time in four years that Vancouver has hosted the prestigious championship game.

Audience: who are they?

- Representatives from the CFL, BC Lions (including players, alumni, cheerleaders), PavCo, and caucus.
- Media has been invited.

KEY MESSAGES:

1. **Vancouver's BC Place stadium has once again been chosen to host the Grey Cup in 2014.**
2. **This will be the second time in four years that Vancouver has been chosen to host the prestigious championship game.**
3. **The 2011 Grey Cup Game and Festival generated \$118M in revenues and \$43M in out-of-town visitor spending during the 2011 Grey Cup festivities – a return on investment of over 100 to 1.**

NOTE:

BC Government provided \$2.7 million to secure the rights. (Provided to PavCo by the Province)

- BC Lions - \$1 million
- Vancouver Hotel Association - \$300,000

THANK:

- BC Lions President and CEO, Dennis Skulsky (introduces PCC)

ACKNOWLEDGE:

- Emcee George Chayka, Vice President, BC Lions
- Michael Copeland CFL Chief Operating Officer
- Senator David Braley, Owner, BC Lions
- Scott Ackles, Grey Cup Festival organizer
- Dana Hayden, PavCo President and CEO
- Russ Cowan, Vancouver Hotel Destination Association
- Rick Antonson, President & CEO, Tourism Vancouver

CAUCUS MEMBERS ATTENDING:

- Hon. Rich Coleman, Minister of Energy, Mines and Natural Gas and MLA for Fort Langley – Aldergrove
 - Richard T. Lee, MLA Burnaby North
 - Douglas Horne, MLA Coquitlam-Burke Mountain
- It's great to be back in our revitalized BC Place Stadium - home to OUR BC Lions!
 - There's so much history here. Since the doors first opened in 1983 it has hosted 8 Grey Cup Championship games - including a very memorable one two years ago.

- Who can forget that stunning turnaround season: the Lions lost their first five games – and went on to defeat Winnipeg and win the Grey Cup!
- It was a great game, and a great party. And two years from now, we'll welcome Canada back to our Grey Cup Party right here in BC Place Stadium.
- That's not just good news for sports fans – it's also good for our economy. The 2011 Grey Cup Game and Festival generated \$118M in revenues and \$43M in out-of-town visitor spending.
- That's a return on investment of more than 100 to 1.
- Football fans are a hardy bunch, of course, but it's good to know they can now have a roof over their heads if the weather doesn't co-operate.
- And to fans across the country: yes, we sometimes have cold November days in Vancouver.
- I hope we'll see the Lions win the Cup again, at home, right here in this beautifully updated BC Place stadium.
- Here's to the 2014 Grey Cup and our BC Lions.

-END-

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