

Smerechinskiy, Kathryn L JTST:EX

From: Wrean, Doug L CSCD:EX
Sent: Friday, March 15, 2013 9:21 AM
To: Rhodes, Gillian GCPE:EX; Cador, Jennifer GCPE:EX; Brown, Tom G CSCD:EX
Cc: Ross, Margo CSCD:EX; Galbraith, David J CSCD:EX; Wasylik, Bruce CSCD:EX; Graham, Chris CSCD:EX; Joseph-Black, Judy CSCD:EX
Subject: FW: In confidence - schedule announcement

Gill, Jennifer, Tom,

This would seem to be an excellent opportunity for the Province, though very short notice. The fact they are doing the announcement in Vancouver and Edmonton would seem to point to good news for us in terms of games (perhaps have the final?).

They provide a contact at City of Vancouver.

Let us know if we can help follow up. D.

From: Wrean, Doug L CSCD:EX
Sent: Friday, March 15, 2013 9:18 AM
To: 'Joe Guest'; Galbraith, David J CSCD:EX
Subject: RE: In confidence - schedule announcement

Thank you Joe. I'll alert the appropriate folks and see what the possibilities are from this end. D.

From: Joe Guest [<mailto:joe.guest@fwwc2015.ca>]
Sent: Thursday, March 14, 2013 6:21 PM
To: Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: In confidence - schedule announcement

CONFIDENTIAL

Dear David

I would like to provide you a heads up in respect of the schedule announcement for the FIFA Women's World Cup Canada 2015 on 21 March 2013. The outline below gives you an overview of our plan and we would like to invite the Premier or the Minister to be present at the Vancouver Press Conference. This will provide an opportunity for the Government of British Columbia to be visible and have a speaking role on the event.

CANADA 2015 SCHEDULE ANNOUNCEMENT
THURSDAY 21 MARCH 2013 - Vancouver 9am & Edmonton 10am Local time

MAJOR ANNOUNCEMENT:

FIFA ExCo committee runs 20-21 March with several announcements to be made at approx. 3pm Swiss time in Zurich (other matters and other tournaments). The FIFA Women's World Cup news will be "saved" so that it can be unveiled in Canada along with the NOC. 1. Official Match Schedule for the FIFA Women's World Cup Canada 2015 (via Event Announcement & FIFA Media Release)

MINOR ANNOUNCEMENTS:

2. Confirmation of stadiums for all 6 venues for FIFA Women's World Cup Canada 2015 (all stadiums to feature football turf)
3. Timeline for FIFA Women's World Cup Canada 2015 ticket sales (launch in Summer of 2014)

4. Timeline for FIFA U-20 Women's World Cup Canada 2014 ticket sales (launch in August 2013)



LOCATION & STRATEGY:

The events to be held in two cities will serve as a 'celebration' and media opportunity in conjunction with the unveiling of the FIFA Women's World Cup Canada 2015 schedule. In both Vancouver and Edmonton, the event will take place at City Hall.

Richard Scott, our Director of Communications is coordinating this event with Courtney Joyce in Vancouver City Hall. Please let me know if the Government of British Columbia would wish to be represented at this announcement.

Kind regards

Joe

Joe Guest

Chief Competitions Officer
National Organising Committee
FIFA Women's World Cup Canada 2015
T + 1 613.237.7678 M + 1 613.818.2582
www.FIFA.com/Canada2015

Smerechinskiy, Kathryn L JTST:EX

From: Wrean, Doug L CSCD:EX
Sent: Friday, March 15, 2013 9:34 AM
To: 'Graham Ramsay'; Wasylik, Bruce CSCD:EX
Cc: 'Michelle Collens'
Subject: RE: Women's World Cup Update

Graham – just got this news directly from Joe

S13

S13 Thursday 9 am is the time we've been given. They are announcing in Vancouver AND Edmonton S13
S13

I have alerted our communications shop, DM's office, etcetera. Our commo folks may be in touch with yours as well as City of Vancouver.

Related (and I should have got hold of you earlier on this), we've indicated to CSA that we've parked our \$2 M with viaSport, and they will send it to CSA once there is an agreement in place (agreement would be with viaSport, but the Branch here will put it together).
S13

S13

I'm around today if you want to touch base on any of this....

Doug W
250.356.0364

From: Graham Ramsay [mailto:GRAMSAY@bcpavco.com]
Sent: Friday, March 15, 2013 9:12 AM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Cc: Michelle Collens
Subject: Women's World Cup Update

Good Morning,

After meeting with the CSA yesterday, a few items you should know, if you are not yet looped in,

- Announcement on match schedules for cities is set to be announced by FIFA late Wednesday night or Thursday morning.
- The announcement may include a media event at Vancouver City Hall.
- The Minister will be invited directly by the CSA.
- The local organizing committee are putting together an advisory group for the 2015 event. This includes a representative from the Provincial Government sport branch. Please let me know who you suggest for this committee. It should not be an onerous task and acts as an informal advisory body.

Will let you know if I hear anything more.

Graham

Smerechinskiy, Kathryn L JTST:EX

From: Wrean, Doug L CSCD:EX
Sent: Friday, March 15, 2013 10:19 AM
To: 'Graham Ramsay'
Cc: Wasylik, Bruce CSCD:EX; Graham, Chris CSCD:EX
Subject: RE: Women's World Cup Update

S13

For the Sport Branch rep on the advisory committee I would like it to be Bruce, with Chris Graham as back-up. Unless it has be a manager/director in which case I'll be the figurehead. D.

From: Graham Ramsay [<mailto:GRAMSAY@bcpavco.com>]
Sent: Friday, March 15, 2013 9:12 AM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Cc: Michelle Collens
Subject: Women's World Cup Update

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After meeting with the CSA yesterday, a few items you should know, if you are not yet looped in,

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Will let you know if I hear anything more.

Graham

Smerechinskiy, Kathryn L JTST:EX

From: Wrean, Doug L CSCD:EX
Sent: Monday, March 18, 2013 2:38 PM
To: Rhodes, Gillian GCPE:EX
Cc: Wasylik, Bruce CSCD:EX
Subject: RE: MARCH 21 for FIFA announcement?

We are happy to send someone over – this is a big event and lots of money, and may go anyway – Bruce or I. If this helps at all. D.

From: Rhodes, Gillian GCPE:EX
Sent: Monday, March 18, 2013 2:18 PM
To: Wrean, Doug L CSCD:EX
Cc: Tully, Alec GCPE:EX; Gordon, Matt GCPE:EX
Subject: MARCH 21 for FIFA announcement?

Doug,

In S22 absence, Alex is putting together some speaking points. We don't know who is attending yet.

From: Rhodes, Gillian GCPE:EX
Sent: Friday, March 15, 2013 2:30 PM
To: Dean, Sharon GCPE:EX; Safarik, Melissa GCPE:EX
Cc: Gordon, Matt GCPE:EX; Olson, Lianna GCPE:EX; Senko, RJ CSCD:EX; Marsh, Kyle CSCD:EX; Holme, Matt CSCD:EX; Tully, Alec GCPE:EX
Subject: RE: is PCC available on MARCH 21 for FIFA announcement?

Ok, good to know.

RJ and MO crew – we'll go ahead and put materials together based on an MLA attending.

From: Dean, Sharon GCPE:EX
Sent: Friday, March 15, 2013 2:28 PM
To: Rhodes, Gillian GCPE:EX; Safarik, Melissa GCPE:EX
Cc: Gordon, Matt GCPE:EX; Olson, Lianna GCPE:EX
Subject: RE: is PCC available on MARCH 21 for FIFA announcement?

Hi
We just came out of a meeting with PO. She is not available to be in Vancouver on the 21st

Sharon Dean
Corporate Director Strategic Planning & Events
4th Fl, 617 Government St
Direct 250 387-1863
Cell 250 580-6456

From: Rhodes, Gillian GCPE:EX
Sent: Friday, March 15, 2013 11:21 AM
To: Dean, Sharon GCPE:EX; Safarik, Melissa GCPE:EX
Cc: Gordon, Matt GCPE:EX; Olson, Lianna GCPE:EX
Subject: is PCC available on MARCH 21 for FIFA announcement?

Sharon or Melissa – can you please advise us on this?

From: Marsh, Kyle CSCD:EX
Sent: Friday, March 15, 2013 11:16 AM
To: Rhodes, Gillian GCPE:EX; Gordon, Matt GCPE:EX
Cc: Holme, Matt CSCD:EX; Brown, Tom G CSCD:EX; Senko, RJ CSCD:EX
Subject: RE: In confidence - schedule announcement for FIFA

S13

What do you think Gordon?

Kyle

From: Wrean, Doug L CSCD:EX
Sent: Friday, March 15, 2013 11:08 AM
To: Rhodes, Gillian GCPE:EX; Marsh, Kyle CSCD:EX
Cc: Holme, Matt CSCD:EX; Gordon, Matt GCPE:EX; Brown, Tom G CSCD:EX; Senko, RJ CSCD:EX
Subject: RE: In confidence - schedule announcement for FIFA

Yes, I think so:

This will provide an opportunity for the Government of British Columbia to be visible and have a speaking role on the event.

S13

So a really good opportunity in my view.

Doug W

From: Rhodes, Gillian GCPE:EX
Sent: Friday, March 15, 2013 10:50 AM
To: Marsh, Kyle CSCD:EX
Cc: Holme, Matt CSCD:EX; Gordon, Matt GCPE:EX; Brown, Tom G CSCD:EX; Wrean, Doug L CSCD:EX; Senko, RJ CSCD:EX
Subject: RE: In confidence - schedule announcement for FIFA

I'm finding out first if there's a speaking role – not sure that there is. Doug?

From: Marsh, Kyle CSCD:EX
Sent: Friday, March 15, 2013 10:49 AM
To: Senko, RJ CSCD:EX
Cc: Holme, Matt CSCD:EX; Rhodes, Gillian GCPE:EX; Gordon, Matt GCPE:EX; Brown, Tom G CSCD:EX
Subject: RE: In confidence - schedule announcement for FIFA

S13

From: Senko, RJ CSCD:EX
Sent: Friday, March 15, 2013 10:12 AM
To: Marsh, Kyle CSCD:EX

Cc: Holme, Matt CSCD:EX; Rhodes, Gillian GCPE:EX; Gordon, Matt GCPE:EX; Brown, Tom G CSCD:EX
Subject: FW: In confidence - schedule announcement for FIFA

Kyle,

I'll leave this with you

S13

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To: Senko, RJ CSCD:EX
Cc: Holme, Matt CSCD:EX; Marsh, Kyle CSCD:EX; Gordon, Matt GCPE:EX; Brown, Tom G CSCD:EX
Subject: FW: In confidence - schedule announcement for FIFA

RJ,

Please see invitation below from FIFA for the Province to be included in their announcement in **Vancouver - THURSDAY 21 MARCH 2013 - 9am**

Please advise,

G.

From: Wrean, Doug L CSCD:EX
Sent: Friday, March 15, 2013 9:21 AM
To: Rhodes, Gillian GCPE:EX; Cador, Jennifer GCPE:EX; Brown, Tom G CSCD:EX
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Cc: Wrean, Doug L CSCD:EX
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Kind regards

Joe

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From: Wrean, Doug L CSCD:EX
Sent: Tuesday, March 19, 2013 9:41 AM
To: Brown, Tom G CSCD:EX; Rhodes, Gillian GCPE:EX
Cc: Galbraith, David J CSCD:EX; Graham, Chris CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: FW: In confidence - schedule announcement

Tom, Gill,

S13

Thoughts on any of this?

D.

S13

From: Joe Guest [<mailto:joe.guest@fwwc2015.ca>]
Sent: Tuesday, March 19, 2013 9:29 AM
To: Wrean, Doug L CSCD:EX; Galbraith, David J CSCD:EX
Cc: Richard Scott
Subject: RE: In confidence - schedule announcement

Good morning Doug

Do you have a name of who may be representing the Government of British Columbia?

Joe

Joe Guest

Chief Competitions Officer
National Organising Committee
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T + 1 613.237.7678 M + 1 613.818.2582
www.FIFA.com/Canada2015

From: Wrean, Doug L CSCD:EX [<mailto:Doug.Wrean@gov.bc.ca>]
Sent: Friday, March 15, 2013 12:18 PM
To: Joe Guest; Galbraith, David J CSCD:EX
Subject: RE: In confidence - schedule announcement

Thank you Joe. I'll alert the appropriate folks and see what the possibilities are from this end. D.

From: Joe Guest [mailto:joe.guest@fwwc2015.ca]

Sent: Thursday, March 14, 2013 6:21 PM



To: Galbraith, David J CSCD:EX

Cc: Wrean, Doug L CSCD:EX

Subject: In confidence - schedule announcement

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Smerechinskiy, Kathryn L JTST:EX

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, March 19, 2013 12:25 PM
To: Joseph-Black, Judy CSCD:EX
Cc: Wasylik, Bruce CSCD:EX; Graham, Chris CSCD:EX
Subject: FW: For review: Speaking notes FIFA announcement March 21
Attachments: SN_ FIFA 2015 Schedule announcement_March 21.docx

Judy – please take a look at these and send suggestions back to me.

Bruce and Chris are welcome to take a look as well – comments to Judy please! Tx.....D.

Ps - glad they found a Minister.....d

From: Tully, Alec GCPE:EX
Sent: Tuesday, March 19, 2013 12:01 PM
To: Wrean, Doug L CSCD:EX
Subject: For review: Speaking notes FIFA announcement March 21

Hi Doug.

Please advise re edits/approval.

I spoke with Richard Scott of the FIFA Women's World Cup Canada 2015 National Organizing Committee, but he hasn't told me the actual content of the announcement is yet.

So, at points in the speech, I highlighted in yellow the content I don't know yet. In the Conclusion section, I actually guessed at what the news might be.

Alec

Alec Tully
Government Communications and Public Engagement
Ministry of Community, Sport and Cultural Development
Province of British Columbia
Phone: 250 387-8031
Fax: 250 356-1070
Alec.Tully@gov.bc.ca

Pages 12 through 17 redacted for the following reasons:

S13

Smerechinskiy, Kathryn L JTST:EX

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, March 19, 2013 2:50 PM
To: Tully, Alec GCPE:EX
Cc: Graham, Chris CSCD:EX; Joseph-Black, Judy CSCD:EX; Wasyluk, Bruce CSCD:EX
Subject: Sport Branch edits - FIFA Announcement

Tx to Judy for reviewing and Bruce and Chris for assisting heresome very good comments. Talked to PavCo again and they think they'll have more info but not until quite late Wed.

D



SN_ FIFA 2015
chedule announc..



SPEAKING POINTS FOR
HON. NAOMI YAMAMOTO
MINISTER OF STATE FOR SMALL BUSINESS

**FIFA Women's World Cup Canada 2015
Schedule Announcement**

**Vancouver Hampton Inn and Suites
111 Robson Street**

Vancouver

Thursday, March 21, 2013 - 9:00 a.m.

Please check against delivery

Event Profile:

- The Federation Internationale de Football (FIFA) and the Canadian Soccer Association (CSA) will hold a news conference to announce the official schedule for FIFA Women's World Cup Canada 2015.
- The FIFA Women's World Cup is considered the world's most important and largest international women's sporting competition; this news conference event will be broadcast live on TSN.
- Speakers at the March 21 news conference include: Steve Read, FIFA Women's World Cup Canada 2015 organizing committee member; Geoff Meggs, Vancouver City Councillor; Hon Naomi Yamamoto, B.C. Minister of State for Small Business.
- Xxx will serve as Master of Ceremonies and introduce Hon. Naomi Yamamoto.
- This event is not open to the public.

Background:

- The B.C. government, through the Ministry of Community, Sport and Cultural Development, committed **provided \$2 million in funding** to support for Vancouver's bid to host to matches as part of the FIFA Women's World Cup Canada 2015.
- The federal government matched the funding committed by BC and other host provinces.
- The Canadian Soccer Association announced on May 4th, 2012 that Vancouver, Edmonton, Montreal, Moncton, Ottawa and Winnipeg would all be host cities for the tournament.
- On December 14, 2012, Hon. Margaret MacDiarmid participated in a ceremony to unveil the FIFA Women's World Cup Canada 2015 logo.

Parking: TBD

Event Onsite Contact:

- Sandra Gage, Canadian Soccer Association 613 894-8541

Dress Code: TBD

Introduction

- Good morning.
- Thank you (to Master of Ceremonies TBD)
- I'm pleased to be here on Coast Salish traditional territory to speak on behalf of Bill Bennett, B.C.'s Minister of Community, Sport and Cultural Development.
- This is a great day for Vancouver and for British Columbia.
- We're delighted with this morning's news from the National Organizing Committee of the FIFA Women's World Cup Canada 2015 tournament.
- Vancouver will be
- Enthusiasm has been building steadily in British Columbia since last May, when the Canadian Soccer Association announced that Vancouver would be one of six Canadian cities to host FIFA Women's World Cup Canada 2015.
- Sports fans and soccer fans in Vancouver and across the province are really going to be thrilled now at the prospect of

Soccer's Success

- I can assure you that the B.C. government appreciates the significance of FIFA Women's World Cup Canada 2015.5 as a major sport event that will bring thousands of visitors to our province as well as highlight the game of soccer.
- Soccer is a great worldwide sport.
- In B.C., soccer enjoys immense popularity as a high profile professional sport but also as game much-played and much-loved by British Columbians in communities throughout the province.
- In fact, in terms of participation, soccer is the most popular sport in British Columbia.
- It's played by men women and womenmen, boys girls and girlsboys...of all abilities...
- I can assure you that many a parent in British Columbia knows the soccer practice morning drill in the family home.
- Getting everyone ready and going off to soccer is an important activity for many families in B.C.
- British Columbians who play soccer and support the sport know that they are participating in something special, something global.

- Last summer's outstanding performance by our Women's National Team at the Olympic Games captured the hearts of British Columbians and Canadians.
- I am very confident that British Columbians and soccer fans from out-of-province and out-of-country will flock to Vancouver to see the best women's soccer players in the world. Many of these fans in our vastly diverse province will be able to connect not only with our National Team but with teams from countries they continue to have close family ties to.
- And Vancouver will be ready to welcome them very single one of these fans.

B.C. Supports Sports

- Our government is proud to stand behind our athletes and major international sports events.
- We invest significant dollars into high performance training for athletes as well as training for coaches and officials.
- This year, for example, we are investing over \$50 million dollars into sport in British Columbia.

- The B.C. government, through the Ministry of Community, Sport and Cultural Development, committed provided \$2 million in funding support for Vancouver's bid to host matches during FIFA Women's World Cup Canada 2015.
- Clearly, that investment is going to pay dividends for Vancouver and British Columbia.
- In addition, FIFA Women's World Cup Canada 2015 will support our goal to encourage all British Columbians to participate in sport and lead healthy, active lifestyles.
- This great tournament will help inspire more youngsters in British Columbia, particularly our even more girls and young women in British Columbia to get involved in soccer and pursue their dreams.

Conclusion

- FIFA Women's World Cup Canada 2015 will prove an enormously exciting event that will attract the world's attention to Vancouver and British Columbia.
- On behalf of the B.C. government, I want to thank FIFA and the Canadian Soccer Association.
- All the best to the Canadian team.

- The journey to FIFA Women's World Cup Canada 2015 continues – and it's even more exciting to know that the journey will end here in Vancouver, British Columbia (depend on exact announcement).
- Thank you.

----30----

Smerechinskiy, Kathryn L JTST:EX

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, March 19, 2013 2:57 PM
To: Tully, Alec GCPE:EX
Cc: Graham, Chris CSCD:EX; Joseph-Black, Judy CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: RE: Sport Branch edits - FIFA Announcement

S13

From: Tully, Alec GCPE:EX
Sent: Tuesday, March 19, 2013 2:53 PM
To: Wrean, Doug L CSCD:EX
Cc: Graham, Chris CSCD:EX; Joseph-Black, Judy CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: RE: Sport Branch edits - FIFA Announcement

Ok thanks, Doug.

Yes – thought I'd better put as much of the speech together as possible now, despite not knowing the core news content yet.

Alec

Alec Tully
Government Communications and Public Engagement
Ministry of Community, Sport and Cultural Development
Province of British Columbia
Phone: 250 387-8031
Fax: 250 356-1070
Alec.Tully@gov.bc.ca

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, March 19, 2013 2:50 PM
To: Tully, Alec GCPE:EX
Cc: Graham, Chris CSCD:EX; Joseph-Black, Judy CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: Sport Branch edits - FIFA Announcement

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D

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From: Wrean, Doug L CSCD:EX
Sent: Wednesday, March 20, 2013 10:29 AM
To: Tully, Alec GCPE:EX; Wasylik, Bruce CSCD:EX
Subject: RE: Title / media notification / Announcement

S13

From: Tully, Alec GCPE:EX
Sent: Wednesday, March 20, 2013 10:13 AM
To: Wasylik, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: Title / media notification / Announcement

Done. (But still no official news)
Thanks, Bruce.
Alec

Alec Tully
Government Communications and Public Engagement
Ministry of Community, Sport and Cultural Development
Province of British Columbia
Phone: 250 387-8031
Fax: 250 356-1070
Alec.Tully@gov.bc.ca

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, March 20, 2013 9:31 AM
To: Tully, Alec GCPE:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: Title / media notification / Announcement

Thanks for the update Alec

Perhaps when you let Richard Scott know that we don't have a stock French translation for Minister Yamamoto's title you could ask if Richard has a better sense of when the CSA might have the additional content we require to finalize our speaking notes??

From: Tully, Alec GCPE:EX
Sent: Wednesday, March 20, 2013 9:27 AM
To: Wasylik, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: Title / media notification / Announcement

Hi Bruce.
I checked with Minister Yamamoto's office. They said let FIFA do the French version of Minister of State for Small Business and they will be happy with it.

Still haven't heard from the organizer's regarding the actual FIFA news yet.
Alec

Alec Tully
Government Communications and Public Engagement
Ministry of Community, Sport and Cultural Development
Province of British Columbia
Phone: 250 387-8031
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Alec.Tully@gov.bc.ca

From: Wasylik, Bruce CSCD:EX
Sent: Tuesday, March 19, 2013 3:54 PM
To: Tully, Alec GCPE:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: Title / media notification / Announcement

Thanks Alec

From: Tully, Alec GCPE:EX
Sent: Tuesday, March 19, 2013 3:46 PM
To: Wasylik, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: Title / media notification / Announcement

Hi Bruce.
Minister of State for Small Business.

I will check with Richard Scott of FIFA about English-only, but I'm quite certain we are Ok there.
Alec

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Ministry of Community, Sport and Cultural Development
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From: Wasylik, Bruce CSCD:EX
Sent: Tuesday, March 19, 2013 3:35 PM
To: Tully, Alec GCPE:EX
Cc: Wrean, Doug L CSCD:EX
Subject: Fw: Title / media notification / Announcement

Alec

Can you please confirm Minister Yamamotos title??

Also wanted to double check + make sure we are good with English only text??

From: Richard Scott [<mailto:richard.scott@fwwc2015.ca>]

Sent: Tuesday, March 19, 2013 03:28 PM

To: Joe Guest <joe.guest@fwwc2015.ca>; Sandra Gage <sandra.gage@fwwc2015.ca>

Cc: Wasylik, Bruce CSCD:EX

Subject: Title / media notification / Announcement



Thank you Bruce,

Please see below the media invitation that we will be sharing on Wednesday morning. Would you be able to confirm that I have the title correct and if there is a French version to the title (we will be translating this evening, however I thought I would ask in advance..)

Richard Scott
Director, Communications

Richard Scott

Director, Communications
National Organising Committee
FIFA Women's World Cup Canada 2015
T + 1 613.237.7678 M + 1 613.818.0305
richard.scott@fwwc2015.ca | FIFA.com/Canada2015

FIFA WOMEN'S WORLD CUP CANADA 2015™ ANNOUNCEMENT

Members of the media are invited to take part in two national media events for the FIFA Women's World Cup Canada 2015™ on **Thursday 21 March 2013** at:

Vancouver Hampton Inn & Suites in Vancouver, BC (local start at 09.00)

Edmonton City Hall in Edmonton, AB (local start at 10.00)

For more information or to confirm your participation at these events, please contact Richard Scott at +1 613.818.0305.

In **Vancouver**, media will have the opportunity to meet:

Honourable Naomi Yamamoto, Minister of State for Small Business, Province of British Columbia

Deputy Mayor Geoff Meggs, City of Vancouver

Steve Reed, member, National Organising Committee

In **Edmonton**, media will have the opportunity to meet:

<<province>>

Mayor Stephen Mandel, City of Edmonton

Peter Montopoli, Chief Executive Officer, National Organising Committee

John Herdman, Head Coach, Canada's Women's National Team

MARK YOUR EDITORIAL CALENDARS:

For out-of-town media, please be sure to mark your editorial calendars for Thursday 21 March 2013. Complete information on the FIFA Women's World Cup Canada 2015 will be available via FIFA.com/Canada2015. Please contact Richard Scott for more information.

<<pickup- email template>>

Fast, Don CSCD:EX

From: Fast, Don CSCD:EX
Sent: Wednesday, March 20, 2013 12:03 PM
To: Tully, Alec GCPE:EX
Subject: RE: For review: FIFA soccer announcement tomorrow

approved

From: Tully, Alec GCPE:EX
Sent: Wednesday, March 20, 2013 12:01 PM
To: Fast, Don CSCD:EX
Subject: For review: FIFA soccer announcement tomorrow

Hi Don.

Minister Yamamoto will speak tomorrow morning (9:00 a.m.) on behalf of Minister Bennett at a news conference in Vancouver hosted by the Federation Internationale de Football (FIFA) to announce the match schedule FIFA Women's World Cup Canada 2015.

Doug Wrean approved the attached notes.

Please advise re edits/approval.
Alec

Alec Tully
Government Communications and Public Engagement
Ministry of Community, Sport and Cultural Development
Province of British Columbia
Phone: 250 387-8031
Fax: 250 356-1070
Alec.Tully@gov.bc.ca



SPEAKING POINTS FOR
HON. NAOMI YAMAMOTO
MINISTER OF STATE FOR SMALL BUSINESS

**FIFA Women's World Cup Canada 2015
Schedule Announcement**

**Vancouver Hampton Inn and Suites
111 Robson Street**

Vancouver

Thursday, March 21, 2013 - 9:00 a.m.

Please check against delivery

Event Profile:

- The Federation Internationale de Football (FIFA) and the Canadian Soccer Association (CSA) will hold a news conference to announce the official schedule for FIFA Women's World Cup Canada 2015.
- The FIFA Women's World Cup is considered the world's most important and largest international women's sporting competition; this news conference will be broadcast live on TSN.
- Speakers at the March 21 news conference include: Steve Read, FIFA Women's World Cup Canada 2015 organizing committee member; Geoff Meggs, City of Vancouver Councillor; Hon Naomi Yamamoto, B.C. Minister of State for Small Business.
- Sandra Gage, Chief Marketing and Communications Officer with FIFA Women's World Cup Canada 2015, will serve as Master of Ceremonies and introduce Hon. Naomi Yamamoto.
- Minister Yamamoto should arrive at the site between 8:30 and 8:45 a.m.
- This event is not open to the public.

Background:

- The B.C. government, through the Ministry of Community, Sport and Cultural Development, committed **\$2 million in funding** to support Vancouver's bid to host matches as part of the FIFA Women's World Cup Canada 2015.
- The federal government matched the funding committed by B.C. and other host provinces.
- The Canadian Soccer Association announced on May 4th, 2012 that Vancouver, Edmonton, Montreal, Moncton, Ottawa and Winnipeg would all be host cities for the tournament.
- On December 14, 2012, Hon. Margaret MacDiarmid participated in a ceremony to unveil the FIFA Women's World Cup Canada 2015 logo.

Parking: TBD

Dress Code: Business Attire

Event Onsite Contact:

- Sandra Gage, Canadian Soccer Association 613 894-8541

Introduction

- Good morning.
- Thank you, Sandra. **(Master of Ceremonies Sandra Gage)**
- I'm pleased to be here on Coast Salish traditional territory to speak on behalf of Bill Bennett, B.C.'s Minister of Community, Sport and Cultural Development.
- This is a great day for Vancouver and for British Columbia.
- We're delighted with this morning's news from the National Organizing Committee for FIFA Women's World Cup Canada 2015.
- Vancouver will be a proud host for nine matches, including the all-important final match of the FIFA Women's World Cup Canada 2015 tournament.
- Enthusiasm has been building steadily in British Columbia since last May, when the Canadian Soccer Association announced that Vancouver would be one of six Canadian cities to host FIFA Women's World Cup Canada 2015.
- Sports fans and soccer fans in Vancouver and across the province are really going to be thrilled now at the prospect of hosting several matches, including the championship game.

Soccer's Success

- I can assure you that the B.C. government appreciates the significance of FIFA Women's World Cup Canada 2015 as a major sports event that will bring thousands of visitors to our province as well as highlighting the game of soccer.
- Soccer is a great worldwide sport.
- In B.C., soccer enjoys immense popularity as a high profile professional sport but also as game much-played and much-loved by British Columbians in communities throughout the province.
- In fact, in terms of participation, soccer is the most popular sport in British Columbia.
- It's played by women and men, girls and boys of all abilities.
- Many parents in British Columbia know the soccer practice drill around the family home.
- Getting everyone ready and going off to soccer is an important activity for many families in B.C.
- British Columbians who play soccer and support the sport know that they are participating in something special, something global.

- Last summer's outstanding performance by our Women's National Team at the Olympic Games captured the hearts of British Columbians and Canadians.
- I am very confident that British Columbians and soccer fans from out-of-province and out-of-country will flock to Vancouver to see the best women soccer players in the world.
- Many of these fans in our vastly diverse province will be able to connect not only with our National Team but with teams from countries closely tied to their family and cultural backgrounds.
- Vancouver will be ready to welcome every single one of these fans.

B.C. Supports Sports

- Our government is proud to stand behind our athletes and major international sports events.
- We invest significant dollars into high performance training for athletes as well as training for coaches and officials.
- This year, for example, we are investing over \$50 million dollars into sport in British Columbia.

- The B.C. government, through the Ministry of Community, Sport and Cultural Development, committed \$2 million in funding in support of Vancouver's bid to host matches during FIFA Women's World Cup Canada 2015.
- In addition, FIFA Women's World Cup Canada 2015 will support our goal to encourage all British Columbians to participate in sport and lead healthy, active lifestyles.
- This great tournament will help inspire more youngsters in British Columbia, particularly girls and young women, to get involved in soccer and pursue their dreams.

Conclusion

- FIFA Women's World Cup Canada 2015 will prove an enormously exciting event that will attract the world's attention to Vancouver and British Columbia.
- On behalf of the B.C. government, I want to thank FIFA, the Canadian Soccer Association and the BC Soccer Association.
- The journey to FIFA Women's World Cup Canada 2015 continues – and it's even more exciting to know that it will build to a great finish in Vancouver, British Columbia.

- All the best to the Canadian team.
- Thank you.

---30---

Smerechinskiy, Kathryn L JTST:EX

From: Tully, Alec GCPE:EX
Sent: Thursday, March 21, 2013 8:17 AM
To: Wasylik, Bruce CSCD:EX
Subject: RE: From Richard Scott
Attachments: SN_ FIFA 2015 Schedule announcement_March 21 Branch edits Doug.docx

Here you go, Bruce.
Thanks for your help.
Alec

Alec Tully
Government Communications and Public Engagement
Ministry of Community, Sport and Cultural Development
Province of British Columbia
Phone: 250 387-8031
Fax: 250 356-1070
Alec.Tully@gov.bc.ca

From: Wasylik, Bruce CSCD:EX
Sent: Thursday, March 21, 2013 8:02 AM
To: Tully, Alec GCPE:EX
Subject: Re: From Richard Scott

Alec

I will be attending todays world cup announcement in VAN

Can you please send me the final set of speaking notes for Minister Yamamoto as a back-up precaution.

Thanks

B

From: Tully, Alec GCPE:EX
Sent: Wednesday, March 20, 2013 11:16 AM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: From Richard Scott

Hi Doug and Bruce.
Richard Scott emailed this text. It's the skeleton of a news release for tomorrow that the Canadian host cities can tailor to their purposes. I don't see anything about Vancouver's match.
Alec

S13

Alec Tully
Government Communications and Public Engagement
Ministry of Community, Sport and Cultural Development
Province of British Columbia
Phone: 250 387-8031
Fax: 250 356-1070
Alec.Tully@gov.bc.ca



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HON. NAOMI YAMAMOTO
MINISTER OF STATE FOR SMALL BUSINESS

**FIFA Women's World Cup Canada 2015
Schedule Announcement**

**Vancouver Hampton Inn and Suites
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Vancouver

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Please check against delivery

Event Profile:

- The Federation Internationale de Football (FIFA) and the Canadian Soccer Association (CSA) will hold a news conference to announce the official schedule for FIFA Women's World Cup Canada 2015.
- Vancouver will host nine matches at BC Place, including the final championship game of the tournament.
- The FIFA Women's World Cup is considered the world's most important and largest international women's sporting competition.
- Speakers at the March 21 news conference include: Steve Read, FIFA Women's World Cup Canada 2015 organizing committee member; Geoff Meggs, City of Vancouver councillor serving as Deputy Mayor; Hon Naomi Yamamoto, B.C. Minister of State for Small Business.
- Sandra Gage, Chief Marketing and Communications Officer with FIFA Women's World Cup Canada 2015, will serve as Master of Ceremonies and introduce Hon. Naomi Yamamoto.
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Dress Code: Business Attire

Event Onsite Contact:

- Sandra Gage, Canadian Soccer Association 613 894-8541 (cell).

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- All the best to the Canadian team.

- Thank you.

---30---