

Kerr, Carleen GCPE:EX

From: Kerr, Carleen GCPE:EX
Sent: 30 Jul 2015 16:36:48 -0700
To: Bates Gibbs, Bonnie GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Rhodes, Gillian GCPE:EX; Safarik, Melissa GCPE:EX
Subject: RE: NR this week
Thanks.

From: Bates Gibbs, Bonnie GCPE:EX
Sent: Thursday, July 30, 2015 4:36 PM
To: Kerr, Carleen GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Rhodes, Gillian GCPE:EX; Safarik, Melissa GCPE:EX
Subject: RE: NR this week

Hi Carleen: As per our discussion with our MO, we will be holding off on this release and some of the others we have in the queue. We will be updating the corp calendar tomorrow.

Thanks.
Bonnie

From: Kerr, Carleen GCPE:EX
Sent: Thursday, July 30, 2015 4:11 PM
To: Haagen, Ragnar GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; Safarik, Melissa GCPE:EX
Subject: RE: NR this week

Hey folks – what are your thoughts on this release going Saturday? Tomorrow is jammed packed!

From: Kerr, Carleen GCPE:EX
Sent: Tuesday, July 28, 2015 10:29 AM
To: Haagen, Ragnar GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; Safarik, Melissa GCPE:EX
Subject: Re: NR this week

Sure - happy to find a time for you. Do you mind flipping me the final version?

Carleen

From: Haagen, Ragnar GCPE:EX
Sent: Tuesday, July 28, 2015 10:13 AM
To: Kerr, Carleen GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX
Subject: NR this week

Hi Carleen,

How is the calendar looking for putting out a news release this week?

That FIFA one we were hoping to send last week is now ready to go.

Thanks,

Ragnar Haagen

Public Affairs Officer

Community, Sport and Cultural Development

Victoria, B.C.

T: 250 356-0979 | **F:** 250 359-1070

E: Ragnar.Haagen@gov.bc.ca

Kristofferson, Kristie L GCPE:EX

From:Kristofferson, Kristie L GCPE:EX

Sent:22 Jul 2015 14:04:34 -0700

To:Haagen, Ragnar GCPE:EX

Cc:Rhodes, Gillian GCPE:EX;Currie, David GCPE:EX;Stewart, Janet GCPE:EX

Subject:FIFA NR - Monday release possible?

Hi Ragnar:

We've had word that our MO is interested in having the FIFA NR go out on Monday – would that work for you folks?

I'm working on adding some tourism content to the NR today and will get things moving on my end. Thanks for your patience.

Best regards,
Kristie

Bates Gibbs, Bonnie GCPE:EX

From:Bates Gibbs, Bonnie GCPE:EX

Sent:24 Jul 2015 16:35:59 -0700

To:Dick, Joan L CSCD:EX

Cc:Ok-Stone, Angella SBRT:EX;Rhodes, Gillian GCPE:EX;Haagen, Ragnar GCPE:EX

Subject:FIFA NR: For Approval

Attachments:NR_WorldCup_EconomicImpact_DRAFT.docx

Hi Joan: Attached is the FIFA NR which we have been working on with JTST. They are now sending it to their MO as well. We would like to send this out early next week but we can be flexible on the day/time and will finalize once we have approvals.

Regards,

Bonnie

NEWS RELEASE

For Immediate Release
[release number]
[July 27, 2015]

Ministry of Community, Sport and Cultural
Development
Ministry of Jobs, Tourism and Skills
Training and Responsible for Labour

Women's World Cup overflows with success for B.C.

Vancouver – The FIFA Women's World Cup Canada 2015 proved to be a huge success with numerous records broken for both live attendance figures and worldwide television audiences. Highlights include Team Canada's play that culminated in two elimination games at BC Place Stadium, and the United States capturing the World Cup trophy in front of a sold out crowd in Vancouver.

This tournament was the largest women's sporting event in the world. Preliminary estimates suggested that the World Cup would generate \$52 million in economic impact for the province of B.C.; those calculations are now expected to exceed expectations when final numbers are announced in the coming weeks.

BC Place Stadium hosted nine matches over the month-long tournament, including the championship final that was among four games played in Vancouver before more than 50,000 fans. The final game also broke a record as the most viewed soccer match in the history of American television with an average of 26.7 million viewers and peak viewership of 30.9 million.

Along with live broadcasts from CTV, TSN, RDS, FOX Sports 1, Telemundo, Fuji TV, and other international broadcasters, there were nearly 50 million people who saw Vancouver – and the province of B.C. – showcased to the world. These games also allowed tens of thousands of spectators and visitors to take home lasting memories of British Columbia as a world-class sporting event and tourism destination.

Here at home, Canadians consumed more than 69 million hours of soccer action throughout the tournament, and more than half of all Canadian girls aged 2-17 watched at least some of the World Cup. That is up from 29 per cent in 2011.

Social media sites like Twitter say the popular hashtag #FIFAWWC was viewed nine billion times. The Province of B.C. capitalized on this success by posting content related to the World Cup 28 times and attracting 1,872 new followers. Posts on the Government of British Columbia's Facebook page also reached 9,642 people and a World Cup article written by VanCity Buzz was shared over 3,000 times.

B.C.'s Crown destination marketing organization, Destination BC, partnered with a number of official broadcasters, including Fox Sports to help them highlight B.C. tourism experiences in their game broadcasts. Destination BC also organized a series of halftime broadcasts from some

of the Lower Mainland's top attractions using Periscope, a live-streaming app owned by Twitter, and put the #exploreBC hashtag into the game in several different ways, including having Fox Sports promote it during the U.S.A. versus Japan final game on July 5.

Inside the local venue, there were more than 620,000 food and beverage orders during the course of nine events and seven match days – the equivalent to one transaction occurring every 4.5 seconds. And each host province erected a Fan Zone site for the World Cup. Vancouver's proved to be the most popular destination in the country, with over 100,000 fans attending over the course of the tournament.

Quotes:

Coralee Oakes, Minister of Community, Sport and Cultural Development –

"Congratulations to everyone who contributed to the amazing success of the 2015 FIFA Women's World Cup. This further strengthens our reputation as a premier destination for hosting events, and builds on past achievements like the 2015 Canada Winter Games and the 2010 Winter Olympics. We want to encourage more high-profile events like these in B.C., and are looking forward to showcasing B.C. to the world in the upcoming World U17 Hockey Challenge in Dawson Creek and Fort St. John this fall, and the World Rugby Seven Series in Vancouver in March 2016."

Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour –

"The 2015 FIFA Women's World Cup proved to be an outstanding opportunity to showcase British Columbia to the world. This was maximized by the tens of thousands of visitors who came to our province to enjoy the highest calibre soccer matches, our outstanding hospitality, and our many natural assets that make B.C. so unique. It is our hope that this event will lead to hosting even more international championships in the future!"

Quick Facts:

Sport:

- Since 2001, the Province of B.C. has invested more than \$1 billion in sport – more than any other government in B.C. history.
- In 2014/15, we provided close to \$50 million in sport funding.
- The Province contributed \$2 million towards the 2015 FIFA Women's World Cup.
- Vancouver hosted nine matches, including five group matches, two round of 16 matches, a quarter final and the final match on Sunday July 5th.
- Soccer is British Columbia's most popular sport with over 122,000 players registered with the BC Soccer Association.

Tourism:

- The Province invests \$90 million each year in the tourism sector.
- Sport tourism in B.C. is valued at over \$300 million annually, and is one of the fastest growing segments of the tourism industry.
- In 2014, there was a 5.3% increase in international visitors overall to B.C. – almost a quarter of a million (234,079) more visitors coming from outside the country than the year before.
- These increases in visitor numbers help support over 19,000 businesses and 132,000 jobs in the tourism sector in B.C.
- In 2013, the tourism industry generated \$13.9 billion in revenue and a direct contribution to B.C.'s gross domestic product of \$7.3 billion, accounting for 4% of the Province's total GDP.

Learn More:

FIFA Women's World Cup Canada 2015 key stats: <http://ow.ly/Q0ku7>

Check out the provincial government's role in supporting communities, sport, arts and culture through the Ministry of Community, Sport and Cultural Development at: www.gov.bc.ca/cscd

Contact: Ministry of Community, Sport and Cultural Development
(250) 953-3677

Ministry of Jobs, Tourism and Skills Training and Responsible for Labour
(250) 387-2799

KEY MESSAGES

Peter Fassbender – Ministry of Community, Sport and Cultural Development

Background

Interview time: 6:10 a.m. (Please have MPF call at 6:07 a.m.)

Duration: 7 minutes

Studio number: 604-669-3733

Show: The Early Edition

Host: Chris Brown (in for Rick Cluff)

Sport

- Since 2001, the Government of British Columbia has invested more than \$1 billion to support sport in B.C. More than any other government in B.C. history.
- Sport tourism is currently the fastest growing segment of both the Canadian and British Columbian tourism industries.
- It's valued at over \$300 million annually in B.C.
- I want to make sure we fully capitalize on this growth, and on the legacy of the 2010 Winter Games to position B.C. as a leader in sport event hosting.
- I want every community in B.C., every sport organization and every business to be aware of the tremendous impact sport events can have on local and provincial economies.
- B.C. currently hosts more than 100 national and international events across the province each year.
- 2015 has been proclaimed as the Year of Sport in B.C.

World Cup

- We provided \$2 million in funding to support Vancouver co-hosting the Women's World Cup, along with cities in five other provinces across Canada.
- Preliminary estimates suggested that the World Cup would generate an economic impact of approximately \$52 million for the province of B.C. – that number is expected to rise when final numbers are announced in the coming weeks.

- Vancouver hosted nine matches in total, including the World Cup final, won by the USA 5-2 over Japan. Over 300,000 people attended those games at BC Place Stadium and nearly 50 million watched the games on TV around the world.
 - Visitors from the USA in June (during the World Cup) was up over 13%.
 - Almost 50,000 more visitors than June 2014.
- Soccer is British Columbia's most popular sport, with over 122,000 players registered with the BC Soccer Association. Hosting this world class tournament was a great way to capitalize on the sport's popularity and bring the best players in the world to Canada.

Canada Winter Games

- Prince George hosted the Canada Winter Games this year.
- They were the largest multi-sport event to ever come to Northern B.C.
- The government invested a total of just over \$12.5 million in the Games. They provided a final economic impact of \$83 million for the region and a total of \$123 million for the province.
- That is substantially above the pre-Games estimate of between \$70-90 million.
- The Games also left behind a legacy of infrastructure – nearly \$20 million worth of capital investments as a result of hosting the Games.

General Tourism

- The Province invests \$90 million each year in the tourism sector.
- In 2014, there was a 5.3% increase in international visitors overall to B.C.
- Almost a quarter of a million (234,079) more visitors coming from outside the country than the year before.
- These increases in visitor numbers help support over 19,000 businesses and 132,000 jobs in the tourism sector in B.C.
- In 2013, the tourism industry generated \$13.9 billion in revenue and a direct contribution to B.C.'s gross domestic product of \$7.3 billion, accounting for 4% of the Province's total GDP.
- Tourism is one of eight key sectors identified in the BC Jobs Plan.

Canadian Dollar

- Many British Columbians are choosing to stay home this summer and staycation in B.C.
- It's a good way to keep vacation dollars circulating in B.C.'s economy.
 - Visiting regional events and venues, you're not only supporting local businesses, you're also helping sustain important jobs in the tourism sector.
 - Also provide chance to enjoy the province's world class travel experiences first hand.

Staycation Ideas

- Richmond Night Market - 7 p.m. to midnight Fridays and Saturdays, 7 p.m. to 11 p.m. Sundays and holidays.
- Flyover Canada, simulation ride, Canada Place, downtown Vancouver.
- The Pacific National Exhibition, August 22-September 7th, Vancouver.
- Tour Vancouver's Punjabi Market. Six blocks on Main Street, starting at about East 49th Avenue.
- Walking rainforest tour at Whey-Ah-Whichen (Cates Park) in North Vancouver, located in the heart of Tsleil-Waututh Territory. A guide will identify plant species and will discuss their traditional uses. Also enjoy traditional legends and drumming during the two hour walk.
- Surrey Urban Farmers Market, Wednesday afternoons at Surrey Central SkyTrain at the North Surrey Recreation Center Plaza.
- Capilano Salmon Hatchery in North Vancouver. Late August through to November provides opportunities to view returning salmon, leaping up the river for spawning.



NEWS RELEASE

For Immediate Release
[release number]
[Date]

Ministry of Community, Sport and Cultural
Development
Ministry of Jobs, Tourism and Skills
Training and Responsible for Labour

Women's World Cup a success

Vancouver – The 2015 FIFA Women's World Cup proved to be a colossal success with numerous records broken for both live attendance figures and worldwide television audiences. ~~Further contributing to the Province's achievement was~~ Highlights include Team Canada's play that culminated ~~with in~~ two elimination games at BC Place Stadium, and the United States, ~~who captured~~ capturing the World Cup trophy in front of a sold out crowd in Vancouver.

This tournament is the largest women's sporting event in the world. Preliminary estimates suggested that the World Cup would generate \$52 million in economic impact for the Province of B.C., but those calculations are now expected to exceed expectations when final numbers are announced in the coming weeks.

BC Place Stadium hosted nine games over the month-long tournament, including the final match that was among four games played in ~~the province~~ Vancouver before more than 50,000 fans. The final game also broke a record as the most viewed soccer game in the history of American television with an average of 26.7 million viewers and peak viewership of 30.9 million.

Along with live broadcasts from CTV, TSN, RDS, FOX Sports 1, Telemundo, Fuji TV, and other international broadcasters, there were nearly 50 million people who saw Vancouver – and the Province of B.C. – showcased to the world. These games also allowed tens of thousands of spectators and visitors to take home lasting memories of our cities and our province as a world-class sporting event and tourism destination.

Even here at home, Canadians consumed more than 69 million hours of soccer action throughout the tournament, and more than half of all Canadian girls aged 2-17 watched at least some of the World Cup. That is up from 29 per cent in 2011.

~~The Women's World Cup didn't "break the internet" but s~~ Social media sites like Twitter say the popular hashtag #FIFAWWC was viewed nine billion times. The Province of B.C. capitalized on this success by posting content related to the World Cup 28 times and attracting 1,872 new followers. Facebook posts also reached 9,642 people and a World Cup article written by VanCity Buzz s.13 was shared over 3,000 times.

B.C.'s Crown destination marketing organization, Destination BC, partnered with a number of official broadcasters, including Fox Sports to help them highlight B.C. tourism experiences in their game broadcasts. Destination BC also organized a series of halftime broadcasts from some of the Lower Mainland's top attractions using Periscope, a live-streaming app owned by

Comment [KLK1]: Whose FB page is that – the BC Govt FB page or FIFA?
Please add that info – thanks!

Twitter, and put the #exploreBC hashtag into the game in several different ways, including having Fox Sports promote it during the U.S.A. versus Japan final game on July 5, the most watched soccer match in America.

Inside the local venue, there were more than 620,000 food and beverage orders during the course of nine events and seven match days – the equivalent to one transaction occurring every 4.5 seconds. And each host province erected a Fan Zone site for the World Cup. Vancouver’s proved to be the most popular destination in the country, with over 100,000 fans attending over the course of the tournament.

Quotes:

Community, Sport and Cultural Development Minister Coralee Oakes –

“The 2015 FIFA Women’s World Cup was our opportunity to showcase British Columbia to the world and we maximized that by ensuring tens of thousands of visitors came to our province to enjoy the amazing soccer matches, our outstanding hospitality, and our many natural wonders that make B.C. so unique. We hope this event will lead to our hosting even more international championships in the future!”

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Quick Facts:

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- In 2013, the tourism industry generated \$13.9 billion in revenue and a direct contribution to B.C.’s gross domestic product of \$7.3 billion, accounting for 4% of the Province’s total GDP.

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[release number]
[Date]

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Development

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Quick Facts:

Tourism numbers: XXXX

Hotel numbers: XXXXX

Restaurant numbers: XXXXX

Additional details: XXXXX

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Contact: Ministry of Community, Sport and Cultural Development
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NEWS RELEASE

For Immediate Release
[release number]
[July 27, 2015]

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Development
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Contact: Ministry of Community, Sport and Cultural Development
(250) 953-3677

Ministry of Jobs, Tourism and Skills Training and Responsible for Labour
(250) 387-2799

Croft, Robyn J GCPE:EX

From: Croft, Robyn J GCPE:EX
Sent: 14 Aug 2015 15:49:10 -0700
To: Haagen, Ragnar GCPE:EX; Kerr, Carleen GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; McLean, Susan CSCD:EX
Subject: RE: Calandar times
Works for us as well, pls update CC times and I will do LA times.

Thanks,
Robyn
387-2507

From: Haagen, Ragnar GCPE:EX
Sent: Friday, August 14, 2015 3:49 PM
To: Croft, Robyn J GCPE:EX; Kerr, Carleen GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; McLean, Susan CSCD:EX
Subject: RE: Calandar times

We think 9 a.m. is good to go on all materials/all days. Makes it easier on everyone.

Ragnar

From: Croft, Robyn J GCPE:EX
Sent: Friday, August 14, 2015 1:55 PM
To: Kerr, Carleen GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; McLean, Susan CSCD:EX
Subject: RE: Calandar times

Hi Ragnar, here are some time options – let me know if any of these work on your end:

- Aug 25 – Fifa wrap-up #CSCD-65108... 8:30am or 9:00am are both avail – take your pick
- Aug 26 – EventHoseBC grants #CSCD-65428... same slots above are avail – take your pick
- Aug 27 – Economic Impact Report NR #CSCD-65115... same slots as above are avail – take your pick
- Aug 28 – Grant recipients announced #CSCD-65349... same slots as above are avail – take your pick
- Aug 31 – BC Arts Council appointments announced #CSCD-65609... same slots as above are avail – take your pick

If you were thinking something later in the morning, or in the aft, just let me know as there is some flexibility in the schedule on all of these days.

Thanks,
Robyn
387-2507

From: Kerr, Carleen GCPE:EX
Sent: Friday, August 14, 2015 1:25 PM
To: Haagen, Ragnar GCPE:EX; Croft, Robyn J GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; McLean, Susan CSCD:EX
Subject: RE: Calandar times

Yes – Robyn will help find times for you.

Please confirm if the Event Host and other funding for sports are wrap up release?

Are you please able to send drafts when you can?

Lastly, is there an opportunity to do an event/highlight a community that has benefited from the EventHost program?

From: Haagen, Ragnar GCPE:EX
Sent: Friday, August 14, 2015 11:35 AM
To: Kerr, Carleen GCPE:EX; Croft, Robyn J GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; McLean, Susan CSCD:EX
Subject: Calandar times

Hi guys,

CSCD have a few releases going out August 25-28 and 31. They are all in the corp cal and we're just wondering if there are any specific times each day that would be best?

Thanks,

Ragnar Haagen
Public Affairs Officer
Community, Sport and Cultural Development
Victoria, B.C.
T: 250 356-0979 | **F:** 250 359-1070
E: Ragnar.Haagen@gov.bc.ca

Sent:22 Jul 2015 23:34:35 +0000

To:Rhodes, Gillian GCPE:EX

Subject:RE: Corp Cal - FIFA NR

OK. I'll ensure I get the newest copy by early afternoon and get this thing moving.

From: Rhodes, Gillian GCPE:EX

Sent: Wednesday, July 22, 2015 4:29 PM

To: Haagen, Ragnar GCPE:EX

Subject: RE: Corp Cal - FIFA NR

Hope so

From: Haagen, Ragnar GCPE:EX

Sent: Wednesday, July 22, 2015 4:29 PM

To: Rhodes, Gillian GCPE:EX

Subject: RE: Corp Cal - FIFA NR

No it has not. It's been sitting in Tourism's hands since last week. Will end of day tomorrow be alright?

From: Rhodes, Gillian GCPE:EX

Sent: Wednesday, July 22, 2015 4:27 PM

To: Haagen, Ragnar GCPE:EX

Subject: RE: Corp Cal - FIFA NR

Has the n/r gone forward to the MO. I'm hearing the last day to get things signed by MCO is tomorrow.

From: Haagen, Ragnar GCPE:EX

Sent: Wednesday, July 22, 2015 4:26 PM

To: Kristofferson, Kristie L GCPE:EX; Kerr, Carleen GCPE:EX

Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX; Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; Jabs, Ryan GCPE:EX; Trotter, Kate GCPE:EX

Subject: RE: Corp Cal - FIFA NR

I don't see a problem with that timeframe, providing we get the necessary changes, tweaks and approvals done by Friday afternoon. And MOTI also wants to see final draft too.

Ragnar

From: Kristofferson, Kristie L GCPE:EX

Sent: Wednesday, July 22, 2015 4:21 PM

To: Kerr, Carleen GCPE:EX; Haagen, Ragnar GCPE:EX

Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX

Subject: RE: Corp Cal - FIFA NR

From our perspective, probably 9 am Monday would be ideal, if it works for everyone else.

Regards,

Kristie

From: Kerr, Carleen GCPE:EX
Sent: Wednesday, July 22, 2015 4:06 PM
To: Kristofferson, Kristie L GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX
Subject: RE: Corp Cal

Generally speaking – just wanting to see how much flexibility there was.

From: Kristofferson, Kristie L GCPE:EX
Sent: Wednesday, July 22, 2015 4:06 PM
To: Kerr, Carleen GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX
Subject: RE: Corp Cal

Hi Carleen:

It's actually our MO that has requested that the NR go out on Monday. When you ask about flexibility in timing are you referring to the time on Monday or the day itself?

Thanks,
Kristie

From: Kerr, Carleen GCPE:EX
Sent: Wednesday, July 22, 2015 3:58 PM
To: Haagen, Ragnar GCPE:EX
Cc: Kristofferson, Kristie L GCPE:EX; Safarik, Melissa GCPE:EX
Subject: RE: Corp Cal

Thanks for the email Ragnar – are you please able to share a draft with me? Also – is there any flexibility with timing? Is so, please advise.

From: Haagen, Ragnar GCPE:EX
Sent: Wednesday, July 22, 2015 3:44 PM
To: Kerr, Carleen GCPE:EX
Cc: Kristofferson, Kristie L GCPE:EX
Subject: Corp Cal

Hi Carleen,

Just a heads up about a joint news release CSCD/JTST are hoping to put out next Monday. Will that date work from your POV? Looks pretty empty in the calendar... [CSCD-65108](#)

Thanks,

Ragnar Haagen
Public Affairs Officer
Community, Sport and Cultural Development
Victoria, B.C.

T: 250 356-0979 | **F:** 250 359-1070
E: Ragnar.Haagen@gov.bc.ca

Kerr, Carleen GCPE:EX

From: Kerr, Carleen GCPE:EX
Sent: 22 Jul 2015 16:47:01 -0700
To: Kristofferson, Kristie L GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX
Subject: RE: Corp Cal - FIFA NR
Ok will do.

From: Kristofferson, Kristie L GCPE:EX
Sent: Wednesday, July 22, 2015 4:45 PM
To: Kerr, Carleen GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX
Subject: RE: Corp Cal - FIFA NR

You can give us the 9:30 slot so you don't have to move the RMI announcement – that's the other side of the shop and we don't want to displace their announcement.

Kristie

From: Kerr, Carleen GCPE:EX
Sent: Wednesday, July 22, 2015 4:25 PM
To: Kristofferson, Kristie L GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX
Subject: RE: Corp Cal - FIFA NR

Thanks! I'll put it notionally at 9am on Monday. We'll have to move your RMI funding back to 9:30am (JTST 64226). Please send the release when you are able to and I'll confirm as soon as I can.

Please also update cc when you have a moment.

From: Kristofferson, Kristie L GCPE:EX
Sent: Wednesday, July 22, 2015 4:21 PM
To: Kerr, Carleen GCPE:EX; Haagen, Ragnar GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Currie, David GCPE:EX; Stewart, Janet GCPE:EX
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E: Ragnar.Haagen@gov.bc.ca

Rhodes, Gillian GCPE:EX

From: Rhodes, Gillian GCPE:EX
Sent: 24 Jul 2015 10:26:20 -0700
To: Bates Gibbs, Bonnie GCPE:EX; Haagen, Ragnar GCPE:EX
Subject: RE: FIFA - my edits.
Discussed with Ragnar and agree with you.

From: Bates Gibbs, Bonnie GCPE:EX
Sent: Friday, July 24, 2015 10:26 AM
To: Rhodes, Gillian GCPE:EX; Haagen, Ragnar GCPE:EX
Subject: FW: FIFA - my edits.

Gill: Did you see my comments about the quotes? Are you okay with them staying as they are with the edits you made? It seemed to me that the content was flipped for the two ministers with MSB talking more about sport and hosting than MCO was.

Bonnie

From: Rhodes, Gillian GCPE:EX
Sent: Friday, July 24, 2015 10:07 AM
To: Haagen, Ragnar GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX
Subject: FIFA - my edits.

Ragnar – my edits attached. Please proceed with acquiring sign off from Exec.

Thanks.

Gillian N. Rhodes/Communications Director
Ministry of Community, Sport and Cultural Development
250.888.1462

Kristofferson, Kristie L GCPE:EX

From:Kristofferson, Kristie L GCPE:EX

Sent:28 Jul 2015 08:16:46 -0700

To:Haagen, Ragnar GCPE:EX

Subject:RE: FIFA NR



From: Haagen, Ragnar GCPE:EX

Sent: Tuesday, July 28, 2015 8:16 AM

To: Kristofferson, Kristie L GCPE:EX

Subject: RE: FIFA NR

Asap at this point. I mean, the tournament ended 3 weeks ago, and final numbers should be out by September-ish. I think we'd want this to breathe a bit before we do it all over again



From: Kristofferson, Kristie L GCPE:EX

Sent: Tuesday, July 28, 2015 8:14 AM

To: Haagen, Ragnar GCPE:EX

Subject: RE: FIFA NR

Thanks – will endeavour to get sign off at our end. Do you have a date/time you are aiming for, or just asap?

K

From: Haagen, Ragnar GCPE:EX

Sent: Tuesday, July 28, 2015 8:12 AM

To: Kristofferson, Kristie L GCPE:EX

Subject: RE: FIFA NR

No changes.

From: Kristofferson, Kristie L GCPE:EX

Sent: Monday, July 27, 2015 5:07 PM

To: Haagen, Ragnar GCPE:EX

Subject: RE: FIFA NR

Hi Ragnar:

Did the FIFA NR that your MO approved have any changes from the version you sent us last week?

Thanks,
Kristie

From: Kristofferson, Kristie L GCPE:EX

Sent: Friday, July 24, 2015 5:36 PM

To: Haagen, Ragnar GCPE:EX
Subject: Re: FIFA NR

Sounds good - have a great weekend!

From: Haagen, Ragnar GCPE:EX
Sent: Friday, July 24, 2015 04:30 PM
To: Kristofferson, Kristie L GCPE:EX
Subject: FIFA NR

OK, Dep Min has seen the FIFA release and we have sent it to MO. Let's touch base first thing Monday and hopefully both our MO's have seen it and we can laise with Carleen on a time for release.

Have a great weekend!

Ragnar Haagen

Public Affairs Officer
Community, Sport and Cultural Development
Victoria, B.C.

T: 250 356-0979 | **F:** 250 359-1070

E: Ragnar.Haagen@gov.bc.ca

Currie, David GCPE:EX

From:Currie, David GCPE:EX
Sent:14 Aug 2015 09:27:19 -0700
To:Haagen, Ragnar GCPE:EX
Cc:Kristofferson, Kristie L GCPE:EX;Bates Gibbs, Bonnie GCPE:EX
Subject:RE: FIFA release
Tks Ragnar. Can you send me a final pls.

From: Haagen, Ragnar GCPE:EX
Sent: Friday, August 14, 2015 9:25 AM
To: Currie, David GCPE:EX
Cc: Kristofferson, Kristie L GCPE:EX; Bates Gibbs, Bonnie GCPE:EX
Subject: FIFA release

Hi David,

With Kristie out of the office, just wanted to give you guys the heads up that we're going to be putting out that FIFA joint release on Tuesday, August 25. It's in the Corporate Calendar as CSCD-65108.

Cheers,

Ragnar Haagen
Public Affairs Officer
Community, Sport and Cultural Development
Victoria, B.C.
T: 250 356-0979 | **F:** 250 359-1070
E: Ragnar.Haagen@gov.bc.ca

Jabs, Ryan GCPE:EX

From: Jabs, Ryan GCPE:EX
Sent: 17 Jul 2015 11:45:12 -0700
To: Haagen, Ragnar GCPE:EX
Cc: Trotter, Kate GCPE:EX; Rhodes, Gillian GCPE:EX
Subject: RE: FIFA Women's Cup economic benefit
:)

Too much of a good thing...

From: Haagen, Ragnar GCPE:EX
Sent: Friday, July 17, 2015 11:38 AM
To: Jabs, Ryan GCPE:EX
Cc: Trotter, Kate GCPE:EX; Rhodes, Gillian GCPE:EX
Subject: RE: FIFA Women's Cup economic benefit

No concern at all from my end, but just letting you know that would bring four quotes to the NR – MCO, and both MSB and MNY have all previously expressed interest.

And whatever final decision would be made far above my head.

Ragnar

From: Jabs, Ryan GCPE:EX
Sent: Friday, July 17, 2015 11:27 AM
To: Haagen, Ragnar GCPE:EX
Cc: Trotter, Kate GCPE:EX; Rhodes, Gillian GCPE:EX
Subject: RE: FIFA Women's Cup economic benefit

Thanks, Ragnar. My minister was pretty impressed by the numbers. Any concern if I check with his office if he's interested in being quoted?

From: Haagen, Ragnar GCPE:EX
Sent: Friday, July 17, 2015 11:02 AM
To: Jabs, Ryan GCPE:EX
Cc: Trotter, Kate GCPE:EX; Rhodes, Gillian GCPE:EX
Subject: RE: FIFA Women's Cup economic benefit

Hi Ryan,

I compiled the attached draft earlier this week and it's been in the hands of JTST to add their bits, FYI.

Doesn't look like this will be ready to go out the door until next week.

Cheers,
Ragnar

From: Giles, Alison GCPE:EX
Sent: Friday, July 10, 2015 2:56 PM

To: Jabs, Ryan GCPE:EX; Rhodes, Gillian GCPE:EX; Bates Gibbs, Bonnie GCPE:EX
Cc: Trotter, Kate GCPE:EX; Haagen, Ragnar GCPE:EX
Subject: Re: FIFA Women's Cup economic benefit

Will do Ryan. Ragnar's our FiFA guy and will loop you.

From: Jabs, Ryan GCPE:EX
Sent: Friday, July 10, 2015 02:11 PM
To: Rhodes, Gillian GCPE:EX; Bates Gibbs, Bonnie GCPE:EX; Giles, Alison GCPE:EX
Cc: Trotter, Kate GCPE:EX
Subject: FW: FIFA Women's Cup economic benefit
Hi Alison,

Can you keep us looped in on this one?

Thanks,

Ryan
250-413-7121

From: Trotter, Kate GCPE:EX
Sent: Friday, July 10, 2015 2:06 PM
To: Jabs, Ryan GCPE:EX
Subject: FIFA Women's Cup economic benefit

The economic benefit information is being coordinated by CSCD.
A wrap-up release is being planned, likely in conjunction with Tourism Vancouver and the Canadian Soccer Association. (CSA.)
Estimated date is after July 24.
CSA is involved as it made the economic benefit estimates as part of its request for funding.
As well, it has access to ticket information that shows where people travelled from, and they did surveys at the event.
CSCD will keep us in the loop.
K

Kerr, Carleen GCPE:EX

From:Kerr, Carleen GCPE:EX
Sent:15 Jul 2015 09:44:59 -0700
To:Haagen, Ragnar GCPE:EX
Subject:RE: FIFA World Cup wrap
Just checking!

From: Haagen, Ragnar GCPE:EX
Sent: Wednesday, July 15, 2015 9:44 AM
To: Kerr, Carleen GCPE:EX
Subject: RE: FIFA World Cup wrap

Carlee – At this point there is no date set in stone, so yes, it could probably be held for next week. But we think it's beneficial to get it out while the event is still fresh in the public's collective mind. That being said, I've put together a rough draft from our side and expect JTST to add their two cents shortly.

What's up?
Ragnar

From: Kerr, Carleen GCPE:EX
Sent: Wednesday, July 15, 2015 9:39 AM
To: Haagen, Ragnar GCPE:EX
Subject: FIFA World Cup wrap

Hi Ragnar,

How much control does your shop have over the release of the wrap up? Ie: could it go at some point next week?

Kind regards,
Carlee

Kristofferson, Kristie L GCPE:EX

From:Kristofferson, Kristie L GCPE:EX
Sent:17 Jul 2015 11:23:15 -0700
To:Haagen, Ragnar GCPE:EX
Subject:RE: FIFA wrap NR
Good to know, thanks.

From: Haagen, Ragnar GCPE:EX
Sent: Friday, July 17, 2015 11:23 AM
To: Kristofferson, Kristie L GCPE:EX
Subject: RE: FIFA wrap NR

Thanks Kristie,
But no worries.
It wouldn't get all the approvals until next week anyway ;-)

From: Kristofferson, Kristie L GCPE:EX
Sent: Friday, July 17, 2015 11:21 AM
To: Haagen, Ragnar GCPE:EX
Subject: RE: FIFA wrap NR

Will endeavour to get something to you today☺

From: Haagen, Ragnar GCPE:EX
Sent: Friday, July 17, 2015 10:57 AM
To: Kristofferson, Kristie L GCPE:EX
Subject: RE: FIFA wrap NR

Hey Kristie,

Just touching base to see how the FIFA NR is coming along. We should give MOTI an update too as they were asking to be looped earlier this week.

Thanks,
Ragnar

From: Kristofferson, Kristie L GCPE:EX
Sent: Tuesday, July 14, 2015 3:32 PM
To: Rhodes, Gillian GCPE:EX; Stewart, Janet GCPE:EX
Cc: Haagen, Ragnar GCPE:EX; Currie, David GCPE:EX
Subject: RE: FIFA wrap NR

I've had a chat with Ragnar, and I'll take a look and see if I can add a couple things on the tourism side.

Regards,
Kristie

From: Rhodes, Gillian GCPE:EX
Sent: Tuesday, July 14, 2015 2:29 PM
To: Stewart, Janet GCPE:EX
Cc: Kristofferson, Kristie L GCPE:EX; Haagen, Ragnar GCPE:EX; Currie, David GCPE:EX
Subject: RE: FIFA wrap NR

So maybe we can weave this into the draft that Ragnar has written – Kristi, do you and Ragnar want to talk?

From: Currie, David GCPE:EX
Sent: Tuesday, July 14, 2015 2:17 PM
To: Stewart, Janet GCPE:EX; Rhodes, Gillian GCPE:EX
Cc: Kristofferson, Kristie L GCPE:EX
Subject: RE: FIFA wrap NR

These attendance and viewership on stats on FIFA from DBC:

The FIFA Women's World Cup Canada 2015™ has come to an end after 52 matches played over 30 days and with a total attendance of more than 1.35 million. Plenty of records have fallen along the way - not least of which was the USA claiming a historic third title. Key quotes from the tournament organisers are available on FIFA.com, while below is a summary of the statistical highlights.

Attendance Stats

- Total attendance: 1,353,506
- Average attendance: 26,029
- Biggest attendance: 54,027 for the Canada vs. England quarter-final in Vancouver
- Seven matches had over 50,000 spectators in attendance
- Canada 2015 set a new total attendance record for a FIFA competition other than the FIFA World Cup™

Competition Stats

- Total of 146 goals scored
- Average of 2.81 goals per match compared to 2.69 in 2011
- Average of 173.7 duels per match compared to 155.5 in 2011 (source: Prozone Sports GmbH, as at the quarter-final stage)
- Average of 374.3 short passes per match compared to 332.2 in 2011 (source: Prozone Sports GmbH, as at the quarter-final stage)
- England achieved a historic first victory over Germany after 18 defeats and two draws.

- USA vs. Japan beat the previous record set in 2011 for the highest scoring Final in FIFA Women's World Cup™ history
- Carli LLOYD (USA) scored the first ever hat-trick in a FIFA Women's World Cup™ Final
- USA surpassed Germany as the top scoring team in FIFA Women's World Cup™ history with 112 goals
- For more tournament statistics see the [Stats of the Day](#)
- A full report of game-related data from Prozone Sports GmbH will be finalised in the coming weeks
- The tournament [Technical Report](#) compiled by the Technical Study Group and drawn up by the FIFA Technical Team, which contains various reports (i.e. technical and tactical analysis, trends, refereeing report, medical report). In addition, a physical analysis report

TV stats

- Canada: CTV and RDS broke the Canadian viewing record for any FIFA Women's World Cup™ match (quarter-final: average audience 3.2 million)
- USA: FOX scored its biggest ever audience for a football match (semi-final: average audience 8.4 million)
- France: W9 achieved its best figures on record and set a new French digital terrestrial viewing record (quarter-final: average audience 4.1 million)
- Japan: Fuji TV attracted more than twice the number of viewers for the semi-final than in 2011 (semi-final: 9.3 million)
- Broadcasters in the following countries beat the highest TV audience for any match from the 2011 edition of the FIFA Women's World Cup™: Australia, Brazil, China, Korea Republic and Norway
- Additional TV statistics, including audience figures from the FIFA Women's World Cup™ Final, will be available in the coming days

Digital Stats

- 20 million unique visitors to [FIFA.com](#) FIFA Women's World Cup™ section, consuming 225 million pages and spending 7.8 billion seconds engaged
- 178% increase in daily visitors to FIFA.com FIFA Women's World Cup™ section compared to 2011
- 130% increase in followers for the FIFA Women's World Cup™ [Facebook Page](#) to 662,000
- 81% increase in Twitter followers for [@FIFAWWC](#) to 222,000
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- 9 billion impressions of Tweets about the FIFA Women's World Cup™
- FIFA's YouTube channel smashed its all-time monthly views record in June (28 million views vs. 19 million in June 2014 during the 2014 FIFA World Cup Brazil™)
- Canada 2015 attracted 19 million views on FIFA's YouTube channel, with 38 million minutes of content consumed. 7 million views in the United States, 2 million in Canada and 1.75 million in Japan during the competition. Plus, 15 hours of the 6th FIFA Women's Football Symposium live streamed

Fan Zones

The Fan Zone areas have been a great success for FIFA, the National Organising Committee, and the FIFA Partners and National Supporters. All six Fan Zones were well attended, with the Vancouver site proving the most popular destination with over 100,000 fans attending over the course of the tournament.

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Subject: FIFA wrap NR

Nothing so far ☺ I'm bringing David in on this convo to see if we've got a data breakdown from Tourism team with costs and benefits to economy etc?

From: Rhodes, Gillian GCPE:EX
Sent: Tuesday, July 14, 2015 2:08 PM
To: Stewart, Janet GCPE:EX
Subject: FW: FIFA wrap NR

Hi Janet – we've got this draft in the wings – wondered what you've got going over on your side?

From: Haagen, Ragnar GCPE:EX
Sent: Tuesday, July 14, 2015 12:49 PM
To: Rhodes, Gillian GCPE:EX
Subject: FIFA wrap NR

Hi Gill,

I know the FIFA impact NR will be a joint release with Tourism and the other Minister's, but I'd like you to take a look at some of the info I've compiled once you get some free time. I know everything I have won't fit, but just wanted to ensure I'm on the right track.

No rush, thanks!

Ragnar Haagen
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 Community, Sport and Cultural Development
 Victoria, B.C.
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E: Ragnar.Haagen@gov.bc.ca

Kristofferson, Kristie L GCPE:EX

From:Kristofferson, Kristie L GCPE:EX

Sent:14 Jul 2015 15:31:39 -0700

To:Rhodes, Gillian GCPE:EX;Stewart, Janet GCPE:EX

Cc:Haagen, Ragnar GCPE:EX;Currie, David GCPE:EX

Subject:RE: FIFA wrap NR

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No rush, thanks!

Ragnar Haagen

Public Affairs Officer

Community, Sport and Cultural Development

Victoria, B.C.

T: 250 356-0979 | **F:** 250 359-1070

E: Ragnar.Haagen@gov.bc.ca

NEWS RELEASE

For Immediate Release
[release number]
[Date]

Ministry of Community, Sport and Cultural
Development

Women's World Cup a success

Vancouver – The 2015 FIFA Women's World Cup proved to be a colossal success with numerous records broken for both live attendance figures and worldwide television audiences. Further contributing to the Province's achievement was Team Canada's play that culminated with two elimination games at BC Place Stadium and the United States, who captured the World Cup trophy in front of a sold out crowd in Vancouver.

This tournament is the largest women's sporting event in the world. Preliminary estimates suggested that the World Cup would generate \$52 million in economic impact for the Province of B.C., but those calculations are now expected to exceed expectations when final numbers are announced in the coming weeks.

BC Place Stadium hosted nine games over the month-long tournament, including the final match that was among four games played in the province before more than 50,000 fans. The final game also broke a record as the most viewed soccer game in the history of American television with an average of 26.7 million viewers and peak viewership of 30.9 million.

Along with live broadcasts from CTV, TSN, RDS, FOX Sports 1, Telemundo, Fuji TV, and other international broadcasters, there were nearly 50 million people who saw Vancouver – and the Province of B.C. – showcased to the world. These games also allowed tens of thousands of spectators and visitors to take home lasting memories of our cities and our province.

Even here at home, Canadians consumed more than 69 million hours of soccer action throughout the tournament, and more than half of all Canadian girls aged 2-17 watched at least some of the World Cup. That is up from 29 per cent in 2011.

The Women's World Cup didn't "break the internet" but social media sites like Twitter say the popular hashtag #FIFAWWC was viewed nine billion times. The Province of B.C. capitalized on this success by posting content related to the World Cup 28 times and attracting 1,872 new followers. Facebook posts also reached 9,642 people and a World Cup article written by VanCity Buzz^{s.13} was shared over 3,000 times.

Inside the local venue, there were more than 620,000 food and beverage orders during the course of nine events and seven match days – the equivalent to one transaction occurring every 4.5 seconds. And each host province erected a Fan Zone site for the World Cup. Vancouver's proved to be the most popular destination in the country, with over 100,000 fans attending over the course of the tournament.

Quotes:**Community, Sport and Cultural Development Minister Coralee Oakes –**

“The 2015 FIFA Women’s World Cup was our opportunity to showcase British Columbia to the world and we maximized that by ensuring tens of thousands of visitors came to our province to enjoy the amazing soccer matches, our outstanding hospitality, and our many natural wonders that make B.C. so unique. We hope this event will lead to our hosting even more international championships in the future!”

Quick Facts:

Tourism numbers: XXXX

Hotel numbers: XXXXX

Restaurant numbers: XXXXX

Additional details: XXXXX

Learn More:

Check out the provincial government’s role in supporting communities, sport, arts and culture through the Ministry of Community, Sport and Cultural Development at: www.gov.bc.ca/cscd

Contact: Ministry of Community, Sport and Cultural Development
(250) 953-3677

Rhodes, Gillian GCPE:EX

From: Rhodes, Gillian GCPE:EX

Sent: 14 Jul 2015 14:28:53 -0700

To: Stewart, Janet GCPE:EX

Cc: Kristofferson, Kristie L GCPE:EX; Haagen, Ragnar GCPE:EX; Currie, David GCPE:EX

Subject: RE: FIFA wrap NR

Attachments: NR_WorldCup_EconomicImpact_DRAFT.DOCX

So maybe we can weave this into the draft that Ragnar has written – Kristi, do you and Ragnar want to talk?

From: Currie, David GCPE:EX

Sent: Tuesday, July 14, 2015 2:17 PM

To: Stewart, Janet GCPE:EX; Rhodes, Gillian GCPE:EX

Cc: Kristofferson, Kristie L GCPE:EX

Subject: RE: FIFA wrap NR

These attendance and viewership on stats on FIFA from DBC:

The FIFA Women's World Cup Canada 2015™ has come to an end after 52 matches played over 30 days and with a total attendance of more than 1.35 million. Plenty of records have fallen along the way - not least of which was the USA claiming a historic third title. Key quotes from the tournament organisers are available on FIFA.com, while below is a summary of the statistical highlights.

Attendance Stats

- Total attendance: 1,353,506
- Average attendance: 26,029
- Biggest attendance: 54,027 for the Canada vs. England quarter-final in Vancouver
- Seven matches had over 50,000 spectators in attendance
- Canada 2015 set a new total attendance record for a FIFA competition other than the FIFA World Cup™

Competition Stats

- Total of 146 goals scored
- Average of 2.81 goals per match compared to 2.69 in 2011
- Average of 173.7 duels per match compared to 155.5 in 2011 (source: Prozone Sports GmbH, as at the quarter-final stage)
- Average of 374.3 short passes per match compared to 332.2 in 2011 (source: Prozone Sports GmbH, as at the quarter-final stage)

- England achieved a historic first victory over Germany after 18 defeats and two draws.
- USA vs. Japan beat the previous record set in 2011 for the highest scoring Final in FIFA Women's World Cup™ history
- Carli LLOYD (USA) scored the first ever hat-trick in a FIFA Women's World Cup™ Final
- USA surpassed Germany as the top scoring team in FIFA Women's World Cup™ history with 112 goals
- For more tournament statistics see the [Stats of the Day](#)
- A full report of game-related data from Prozone Sports GmbH will be finalised in the coming weeks
- The tournament [Technical Report](#) compiled by the Technical Study Group and drawn up by the FIFA Technical Team, which contains various reports (i.e. technical and tactical analysis, trends, refereeing report, medical report). In addition, a physical analysis report

TV stats

- Canada: CTV and RDS broke the Canadian viewing record for any FIFA Women's World Cup™ match (quarter-final: average audience 3.2 million)
- USA: FOX scored its biggest ever audience for a football match (semi-final: average audience 8.4 million)
- France: W9 achieved its best figures on record and set a new French digital terrestrial viewing record (quarter-final: average audience 4.1 million)
- Japan: Fuji TV attracted more than twice the number of viewers for the semi-final than in 2011 (semi-final: 9.3 million)
- Broadcasters in the following countries beat the highest TV audience for any match from the 2011 edition of the FIFA Women's World Cup™: Australia, Brazil, China, Korea Republic and Norway
- Additional TV statistics, including audience figures from the FIFA Women's World Cup™ Final, will be available in the coming days

Digital Stats

- 20 million unique visitors to [FIFA.com](#) FIFA Women's World Cup™ section, consuming 225 million pages and spending 7.8 billion seconds engaged
- 178% increase in daily visitors to FIFA.com FIFA Women's World Cup™ section compared to 2011
- 130% increase in followers for the FIFA Women's World Cup™ [Facebook Page](#) to 662,000
- 81% increase in Twitter followers for [@FIFAWWC](#) to 222,000

- 37% increase in followers for FIFA on [Instagram](#) to 1.37 million
- 9 billion [impressions](#) of Tweets about the FIFA Women's World Cup™
- FIFA's YouTube [channel](#) smashed its all-time monthly views record in June (28 million views vs. 19 million in June 2014 during the 2014 FIFA World Cup Brazil™)
- Canada 2015 attracted 19 million views on FIFA's YouTube channel, with 38 million minutes of content consumed. 7 million views in the United States, 2 million in Canada and 1.75 million in Japan during the competition. Plus, 15 hours of the 6th FIFA Women's Football Symposium [live streamed](#)

Fan Zones

The Fan Zone areas have been a great success for FIFA, the National Organising Committee, and the FIFA Partners and National Supporters. All six Fan Zones were well attended, with the Vancouver site proving the most popular destination with over 100,000 fans attending over the course of the tournament.

From: Stewart, Janet GCPE:EX
Sent: Tuesday, July 14, 2015 2:14 PM
To: Rhodes, Gillian GCPE:EX; Currie, David GCPE:EX
Subject: FIFA wrap NR

Nothing so far ☺ I'm bringing David in on this convo to see if we've got a data breakdown from Tourism team with costs and benefits to economy etc?

From: Rhodes, Gillian GCPE:EX
Sent: Tuesday, July 14, 2015 2:08 PM
To: Stewart, Janet GCPE:EX
Subject: FW: FIFA wrap NR

Hi Janet – we've got this draft in the wings – wondered what you've got going over on your side?

From: Haagen, Ragnar GCPE:EX
Sent: Tuesday, July 14, 2015 12:49 PM
To: Rhodes, Gillian GCPE:EX
Subject: FIFA wrap NR

Hi Gill,

I know the FIFA impact NR will be a joint release with Tourism and the other Minister's, but I'd like you to take a look at some of the info I've compiled once you get some free time. I know everything I have won't fit, but just wanted to ensure I'm on the right track.

No rush, thanks!

Ragnar Haagen
 Public Affairs Officer
 Community, Sport and Cultural Development

Victoria, B.C.

T: 250 356-0979 | **F:** 250 359-1070

E: Ragnar.Haagen@gov.bc.ca

Kerr, Carleen GCPE:EX

From: Kerr, Carleen GCPE:EX
Sent: 30 Jul 2015 16:10:51 -0700
To: Haagen, Ragnar GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; Safarik, Melissa GCPE:EX
Subject: RE: NR this week
Hey folks – what are your thoughts on this release going Saturday? Tomorrow is jammed packed!

From: Kerr, Carleen GCPE:EX
Sent: Tuesday, July 28, 2015 10:29 AM
To: Haagen, Ragnar GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX; Safarik, Melissa GCPE:EX
Subject: Re: NR this week

Sure - happy to find a time for you. Do you mind flipping me the final version?

Carleen

From: Haagen, Ragnar GCPE:EX
Sent: Tuesday, July 28, 2015 10:13 AM
To: Kerr, Carleen GCPE:EX
Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX
Subject: NR this week

Hi Carleen,

How is the calendar looking for putting out a news release this week?

That FIFA one we were hoping to send last week is now ready to go.

Thanks,

Ragnar Haagen

Public Affairs Officer
Community, Sport and Cultural Development
Victoria, B.C.

T: 250 356-0979 | **F:** 250 359-1070

E: Ragnar.Haagen@gov.bc.ca