



INFORMATION REPORT  
TOWN OF NEWMARKET  
395 Mulock Drive  
P.O. Box 328  
Newmarket, ON L3Y 4X7

www.newmarket.ca  
info@newmarket.ca  
905.895.5193

March 21, 2015

COMMUNITY SERVICES COMMISSION  
INFORMATION REPORT # 2015-07

TO: Members of Council

SUBJECT: TORONTO 2015 Pan Am Torch Relay/Celebration Update

ORIGIN: Recreation & Culture and Corporate Communications Department

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**COMMENTS**

The purpose of this report is to provide Council with an update on the Pan Am Games Torch Relay and Community Celebration in Newmarket. In accordance with the Procedure By-law, any Member of Council may make a request to the Town Clerk that this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

**Background**

**Pan Am Games**

On November 6, 2009, the Pan Am Games were awarded to Toronto, giving the province its first international multi-sport event since the British Empire Games in 1930.

More than 7,000 athletes from across the Americas and Caribbean will put their years of intense training, perseverance and sacrifice to the test in world-class competitions in 36 Pan Am sports and 15 Parapan Am sports at the TORONTO 2015 Pan Am / Parapan Am Games.

The TORONTO 2015 Games will involve municipalities stretching from Oshawa to Welland. Games of this magnitude cannot happen without the help of volunteers, some 20,000 of whom will help deliver the best Pan Am / Parapan Am Games ever.

**About the TORONTO 2015 Pan Am Games Torch Relay**

The TORONTO 2015 Pan Am Games Torch Relay, presented by President's Choice and the Ontario Lottery Corporation, and supported by community partner CIBC, will invite Canadians to celebrate and share the Pan Am spirit throughout its 41-day journey towards Toronto, the Host City of the Games. The torch relay starts May 30, 2015 and concludes July 10, 2015 with the dramatic lighting of the cauldron at the Opening Ceremony in downtown Toronto.

The TORONTO 2015 Games are funded by the Government of Canada, the Province of Ontario, as well as Lead Partner CIBC and other partners and sponsors.

### **About the Town of Newmarket as a TORONTO 2015 Pan Am Celebration Community**

On November 10, 2014, the announcement was made that the Town of Newmarket was selected as a celebration community for the TORONTO 2015 Pan Am Games and that the torch relay would be coming to Newmarket.

### **Newmarket's Pan Am Community Torchbearer contest**

A Town-wide contest was held in order to help select Newmarket's community torchbearer. Residents were asked to send a video or picture with an accompanying 150-word response to the question "How do you demonstrate community spirit in Newmarket and why do you want to become a Newmarket community torchbearer?"

This contest ran from November 14 to December 15, 2014 and was advertised through Newmarket's social media channels, website, a media release, and the town page in the ERA newspaper. All advertising methods were done in accordance with the TORONTO 2015 Pan Am Torch Relay regulations and policies.

### **Announcement of Community Celebration Site and Date**

On March 5, 2015, the Town of Newmarket made the announcement that Newmarket's Riverwalk Commons (200 Doug Duncan Drive) was named the site for the Pan Am Games Torch Relay Celebration. Residents and friends are invited to come *celebrate and share the Pan Am spirit* and welcome the Pan Am flame to Newmarket on June 25, 2015.

More details on the Torch Relay Community Celebration will be released closer to the date.

### **Next Steps**

#### **Announcement of Newmarket's Community Torchbearer for the Pan Am Games**

On Monday March 30, 2015, the Town of Newmarket will reveal Newmarket's community torchbearer at Newmarket Council at 7 p.m. at the Municipal Offices.

#### ***Where is Patchi in Newmarket? contest***

Throughout the upcoming months, the Town of Newmarket will hold a *Where is Patchi in Newmarket?* contest to create excitement amongst the community in preparation for the Torch Relay and Community Celebration. A series of picture and clues will be presented to the public through Newmarket's social media channels, website and the town page, in the ERA newspaper asking residents to participate in the *Where is Patch in Newmarket?* contest.

Participants who make the correct guess will be entered in a draw to win one of ten VIP seats at the upcoming Torch Relay and Community Celebration on June 25, 2015 at Newmarket's Riverwalk Commons.

#### **Route Announcement and Celebration Time**

In May, final details of the Newmarket Torch Relay route and schedule of the Community Celebration will be announced and made available to the public through Newmarket's social media channels, website, town page in the ERA newspaper, and a media release.

## **BUSINESS PLAN AND STRATEGIC PLAN LINKAGES**

### Living well

- Emphasis on active lifestyles and recreational opportunities

### Well-balanced

- Arts, culture, entertainment and heritage preservation
- Events that help shape identity and contribute to community spirit

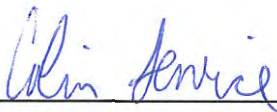
## **BUDGET IMPACT**

### **Operating Budget (Current and Future)**

There is no direct budget impact at this time. A budget item has been put forth for the Pan Am Torch Relay and Community Celebration in the 2015 Budget for consideration.

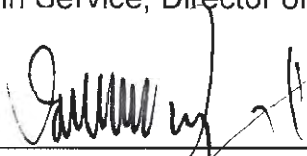
## **CONTACT**

For more information on this report, contact Colin Service, Director of Recreation & Culture at 905-953-5300 ext. 2601, [cservice@newmarket.ca](mailto:cservice@newmarket.ca) or Wanda Bennett, Director of Corporate Communications, 905-953-5300 ext. 2041, [wbennett@newmarket.ca](mailto:wbennett@newmarket.ca)



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Colin Service, Director of Recreation & Culture



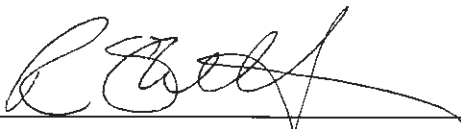
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Ian McDougall, Commissioner, Community Services



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Wanda Bennett, Director of Corporate Communications



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Robert N. Shelton, Chief Administrative Officer