

NEWS RELEASE



For Immediate Release

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8th World Conference on Sport and the Environment coming to Vancouver this spring

Vancouver, British Columbia – A worldwide forum on opportunities and issues for sustainable sport is coming to Vancouver from March 29 to 31, 2009, when the International Olympic Committee (IOC), in partnership with the United Nations Environment Programme (UNEP) convene the 8th World Conference on Sport and the Environment.

The theme for the 2009 conference is *Innovation and Inspiration: Harnessing the Power of Sport for Change*. The program will feature speakers from the international sport community examining how sport organizations and major sporting events can contribute to environmental, cultural and economic sustainability at local, regional and global levels. The conference will offer plenary and concurrent sessions under two conference tracks: Sport for Environmental Solutions and Sport for Sustainable Living.

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) will host the conference at the Vancouver Convention and Exhibition Centre on behalf of the IOC and UNEP.

“It is an honour to be hosting such a prominent conference on sport and the environment here in our own backyard at a time when the eyes of the world are on us,” said John Furlong, chief executive officer for VANOC. “We are especially proud as Canada and particularly British Columbia are leaders and innovators in environmental stewardship and sustainability. This conference presents a unique opportunity for local and international delegates to share new knowledge and experiences with a global emphasis.”

The IOC supports Olympic cities hosting the World Conference as it provides an arena for discussion on sustainability and the Olympic Movement. The conference brings the world together to recognize the progress made in staging more sustainable Games while also encouraging cooperation and further development of environmental initiatives relating to sport.

“The environment is an important part of the work of the Olympic Movement and we recognize there can be many opportunities for sport and the Olympic Games to provide sustainable environmental legacies,” said Jacques Rogge, IOC President. “The recent attention given to global warming has pushed sustainability to the very top of the agenda for governments, businesses and ordinary citizens. The conference brings together the worlds of sport and environment to share knowledge and advance practices related to sport and its relationship with the environment and communities.”

This will be the first time the international conference will be hosted by a Canadian city. Past conferences have been held in Nairobi, Kenya; Torino, Italy; Nagano, Japan; Kuwait City, Kuwait; Rio de Janeiro, Brazil; and Lausanne, Switzerland. The 7th World Conference on Sport and the Environment was hosted by the Beijing Organizing Committee for the Games of the XXIX Olympiad in Beijing, China in October 2007.

The Globe Foundation has been contracted by VANOC to organize the event. Registration for the conference is now open. Visit www.wcse2009.com for more details about the program and conference features.

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Innovation and Inspiration Exposition

The 2009 World Conference on Sport and the Environment will feature an *Innovation and Inspiration* exposition to showcase best practices by organizations who promote sustainable living and sustainable development through sports. The exposition will be open to the general public, as well as the international audience of high-level conference delegates, including IOC and UNEP representatives and global corporate entities. Interested exhibitors should book early as this opportunity is sure to sell out. Please contact The Globe Foundation at +1 905.841.1688, or e-mail exhibits@wcse2009.com.

About the WCSE

The World Conference on Sport and the Environment typically attracts a global audience of many hundreds of participants, including representatives from the IOC, UNEP, National Olympic Committees and International Sports Federations, past and current Organizing Committees, candidate cities (current and aspiring), other major international sporting events, governments, corporate sponsors, academic institutions and environmental organizations. Learn more about the WCSE at

www.olympic.org/uk/organisation/missions/environment/sustainable_development/conferences_uk.asp

About VANOC

VANOC is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Vancouver and Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. For more information about VANOC and the 2010 Winter Games visit vancouver2010.com.

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