

FACT SHEET

Celebrate 2010: Experience the Games Inclusive Ticket Program



The Vancouver 2010 Bid Book, delivered by VANOC and its three government partners to the International Olympic Committee, contained a commitment to provide 50,000 Games tickets to people who would not otherwise be able to attend.

VANOC created the Celebrate 2010 ticket program to implement its bid commitment and ensure that people with limited financial means are able to share in the dream of attending Canada's Games.

Program Criteria

- Celebrate 2010 tickets have been allocated to persons with limited financial means.
- There is a focus on children and families, residents of Vancouver's inner city and Aboriginal peoples.
- Attention has also been directed to neighbourhoods around the Games practice ice arenas, persons with a disability and new immigrants.

Tickets in the Program

Fifty-thousand tickets have been made available through the Celebrate 2010 program.

- 50% Olympic Winter Games events
- 30% Olympic Victory Ceremonies
- 20% Paralympic Winter Games events

There is a selection of tickets across all sports for the Olympic and Paralympic Winter Games; however, not all events. Tickets to Olympic Opening and Closing Ceremonies are included in the ticket distribution as well as tickets to the Paralympic Opening Ceremony.



CityReach client receives tickets

Community Collaboration

VANOC collaborated with more than 300 community organizations to distribute these tickets. Individual ticket recipients are identified by the community organizations or agencies with whom they interact; tickets are not provided directly to individuals. Tickets are also provided for guardians and/or organization staff or volunteers to act as chaperones as necessary.

- 5,500+ tickets to Aboriginal peoples distributed through more than 55 organizations.
- 18,000+ tickets to Vancouver's inner-city residents distributed through more than 60 organizations.

Geographic Distribution

The great majority of ticket recipients reside within a two-hour drive of the venues — in Metro Vancouver, Fraser Valley and the Sea to Sky corridor.

- 46,000 throughout Greater Vancouver and Fraser Valley
- 2,000 Sea to Sky corridor
- 2,000 balance of BC and Canada

Whistler-area event tickets have been provided to residents in the Sea to Sky corridor, and Metro Vancouver area event tickets to residents of Metro Vancouver, to minimize transportation and accommodation cost and logistics.

Program Funding

Olympic and Paralympic tickets have been purchased and donated to the Celebrate 2010 ticket recipients. The program has been supported by various VANOC marketing programs, including a significant contribution by Jet Set Sports, Official Supporter of the 2010 Winter Games. The tickets are free to individual recipients and, like all 2010 Winter Games tickets, public transportation is included with the ticket on the day of the event.

Program Partners

VANOC worked with a range of community partners to distribute the Celebrate 2010 tickets, primarily through the networks of organizations and individuals they serve.

- **BC Housing** and the **BC Non-Profit Housing Association** who provide housing and related support to vulnerable British Columbians were best positioned to help VANOC distribute tickets to these groups.
- **United Way of the Lower Mainland** and **Kids Up Front** facilitated access to their respective networks of community organizations.
- The **Four Host First Nations** secretariat and their network of Aboriginal partners assisted with allocating tickets to youth across Canada who are attending the Vancouver 2010 Indigenous Youth Gatherings, and to many other Aboriginal organizations.
- Twelve Spirit of BC Committees supported by **2010 Legacies Now** facilitated the attendance of residents from each of their communities around British Columbia.

Most of the more than 300 organizations participating in the Celebrate 2010 program were identified through these networks.

For more details, see the [Celebrate 2010](#) press release from October 21, 2009 on vancouver2010.com.

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