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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

2010 Arctic Winter Games Theme Song Contest Heating Up Contest open to northern Albertan's north of the 55th

Grande Prairie, Alberta – While it may be over a year away before international athletes descend upon Grande Prairie aiming to set records and personal bests, the competition to compose the official theme song for the 2010 Arctic Winter Games is just heating up.

Today, the 2010 Arctic Winter Games Host Society announced it was launching a contest across northern Alberta to find the theme song for the next Games, which will be held in Grande Prairie from March 6 – 13, 2010.

The contest runs from November 17, 2008 until February 1, 2009. Alberta residents, who are living or who have lived in Alberta north of the 55th parallel, are eligible to enter. This region is the same area Team Alberta North draws upon for its athletes and cultural participants.

“We’re excited because this is a great opportunity to welcome those northern Albertans living outside of the Grande Prairie region to get involved in and feel part of our Games,” said 2010 Host Society President Debbie Reid. “We know there are plenty of talented musicians and songwriters of all ages living in northern Alberta, and this is an incredible opportunity for them to showcase their talents to an international community.”

The song will take its inspiration from the 2010 Arctic Winter Games theme “Dream Achieve Inspire” and is meant to inspire both participants and spectators. It will be unveiled this coming March at the One-Year-Out Celebration. The song will be played at celebrations leading up to March 2010, at the opening and closing ceremonies, and at events throughout the Games.

The winner will be recognized as the songwriter(s)/composer(s), and will receive selected Games Wear and entry into the opening and closing ceremonies and various Games events leading up to and during the 2010 Arctic Winter Games.

Further contest rules and details, including how to submit your entry, and the contest form can be downloaded at the 2010 Arctic Winter Games website at www.awg2010.org. For communities north of the 55th parallel click on:

http://www.tpr.alberta.ca/asrpwff/programs/games/arcticgames/Athletes_Corner/North_of_55_Communities.pdf.



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The Arctic Winter Games is an international sport and cultural event that provides Northern youth with an opportunity to participate in a variety of sports and showcase their talents. The 2010 Games will be held in Grande Prairie, Alberta from March 6 – 13. Participating contingents will include Northern Alberta, Nunavik (Northern Quebec), the Yukon, Northwest Territories, Nunavut, Alaska, Greenland, the Russian region of Yamal and the Sami (Norway, Sweden, Finland, Russia)

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