

For immediate release

October 9, 2009

### Miramichi ready to shine in the 2010 Olympic Torch Relay

**Miramichi, New Brunswick** — In just 49 days from today, the eyes of the world will turn to our community as the Olympic Flame arrives in Miramichi as part of the Vancouver 2010 Olympic Torch Relay, presented by Coca-Cola and RBC and supported by the Government of Canada.

“Excitement is building for the arrival of the Olympic Flame and everyone is invited to come out and cheer it on, on its journey to Vancouver,” said Mayor Gerry Cormier. “On November 27th, we’re expecting thousands to turn out for this emotional once-in-a-lifetime opportunity to see the Olympic Flame in person right here in our community and feel inspired by its universal message of peace, brotherhood and friendship. The Local Community Task Force is working with School Districts 11 and 16 to provide transportation for over 3500 students so that they will be able to take part in the celebrations making it a true community event.”

To celebrate the arrival of the flame, a program that will feature the multicultural heritage of Miramichi is being developed. Local performers will highlight their Aboriginal, Acadian and Irish roots through music, dance and theatre. The celebrations will take place at James M. Hill Memorial High School Field. The gates open at 10:00 am and the event wraps up with the departure of the flame at 12:20 pm. The name of the Community Torch Bearer will not be released prior to the event. “We believe keeping the name of our Torch Bearer a secret will help to build the anticipation,” Mayor Cormier stated.

The local Community Task Force is looking for a crew of volunteers as well. Tasks include setting up of equipment, security, production assistants, mascot performers and media relations. If you would like to help out please contact Tammy Sanford at 773-4414 or 778-8444.

“Our goal with these celebrations has always been to bring the magic and excitement of the Olympic Spirit home to millions of Canadians no matter where they live and truly make these Canada’s Games,” said John Furlong, Chief Executive Officer of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

The 106-day Olympic Torch Relay will visit more than 1,030 communities and places of interest in every province and territory. On February 12, 2010, the Olympic Flame will make its way to downtown Vancouver to light the Olympic Cauldron in a magical and awe-inspiring moment before a television audience of three billion people worldwide, signalling the kick off to the start of the Vancouver 2010 Olympic Winter Games.

For more information on the Vancouver 2010 Olympic Torch Relay visit [www.vancouver2010.com/torchrelay](http://www.vancouver2010.com/torchrelay). Detailed street-level route details will be available on the website approximately two weeks before the Olympic Flame arrives in the community.

#### 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. Visit [www.vancouver2010.com](http://www.vancouver2010.com).

For more information:

Peter Murphy  
Director, Community Development & Tourism  
City of Miramichi  
623-2153