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October 5, 2009

60 ACRES, 17 DAYS, 1 MASSIVE PARTY

Largest Official 2010 Winter Games Celebration Site Getting Ready to Rock!

(Richmond, BC, Canada) – When the 2010 Olympic Games officially kick off, the O Zone, conveniently located at the start of the new Canada Line, will host the largest free festival of the 2010 Olympic Winter Games. “We’re creating an exciting and unforgettable experience in the O Zone,” says Richmond City Mayor Malcolm Brodie. “It is going to be fun for everyone - and it’s free!” Expected to attract more than 15,000 people per day, the O Zone will host some of Canada’s hottest young bands (Bedouin Soundclash, Tokyo Police Club, Wintersleep and over 50 more acts) from February 12 to 28, 2010.

The O Zone site, bigger than 66 football fields and just a few minutes walk from the Richmond Olympic Oval, will be a giant indoor/outdoor mall that will continuously flow from one attraction to the next. At the heart of the O Zone will be the ultimate beer garden, the Holland Heineken House, which has become the must-visit destination at the Olympic Games. Festooned in orange, full of fun-loving Dutch sports fans and open to the public, Holland Heineken House will have its own Medal Ceremony Hall/night club capable of hosting 4,000 people nightly, with top Dutch performers and DJs keeping the party going until 2 a.m. nightly.

Visitors can also realistically experience the thrill of Olympic competition with British Columbia Lottery Corporation’s (BCLC’s) virtual and interactive sporting experiences in the BCLC 2010 Winter Games Dome. Or they can watch the real thing on a massive 42-metre Panasonic LED screen, perfect for watching the opening ceremonies and gold medal hockey game with a few thousand of your closest friends.

Ice, lots of ice outdoors, will also be a major feature of the O Zone. There’s outdoor skating on real ice in the Ice Zone as well as the Ice Gate, a mammoth two-storey ice art installation by Paintings Below Zero artist Gordon Halloran. Other highlights include international teams of ice carvers who will demonstrate their unique skills in the World Ice Art Exhibition, visits by Olympic athletes, internet cafes and food fairs, licensed lounges, COLD-FX warming tents and special fireworks evenings, presented by BCLC.

Brittany Schussler, one of Canada's top Olympic speed skaters, just saw the unveiling of the new O Zone plan while practicing at the Olympic Oval this morning. “This is spectacular,” says Schussler. “This is going to be the best place to celebrate and get into the Olympic spirit. Best of all, we don’t have to go far, the Oval is going to be right in the middle of it!”

Headline performers and themed nights will celebrate Richmond and Canada’s diverse culture, regions and music. Included are a World Beat night, where festival-goers can BYOD (bring your own drum); a celebration of Chinese New Year; a South Asian night complete with a Bhangra Bash; and a Pan-Northern night featuring First Nations and other performers from north of the Arctic Circle. It all kicks off with an opening night performance by a 3,000-member children’s choir.

A number of key 2010 Olympic Winter Games sponsors have joined with the City of Richmond to stage the O Zone, including BCLC, Coca-Cola, COLD-FX and Panasonic. Tourism Richmond has contributed \$2 million to help support the O Zone. One of only a handful of official 2010 Olympic Games celebration sites, the O Zone flows from Richmond City Hall to Minoru Park. An international celebration, it’s primed to be the funnest 2010 Olympic Games destination and there’s no ticket required!

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For press materials and official renderings, please visit: www.richmondozone.ca/media

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- BACKGROUND -

HOLLAND HEINEKEN HOUSE FINDS A HOME IN RICHMOND DURING THE VANCOUVER 2010 OLYMPIC GAMES

Amsterdam, October 2009 - Throughout the Olympic Games the Holland Heineken House, hosted by the NOC*NSF (Dutch Olympic Committee), has been the traditional 'home away from home' for the Dutch sporting world. Having first opened its doors in Barcelona 1992, during the XXI Olympic Winter Games, Holland Heineken House Vancouver 2010 will be situated at the Minoru Arena in Richmond. For the 10th time the Holland Heineken House will be open to all Dutch athletes, their families, friends and supporters, sponsors, VIP's and media representatives during the Olympics. In the past, the Holland Heineken House has been widely regarded as the 'hottest place in town' during Olympic competition.

The Holland Heineken House is the official home of the Dutch Olympic Committee NOC*NSF and is facilitated by Heineken. The 5,000 square meters of the Minoru Arena consists of two ice hockey rinks, which will be removed especially for this occasion. Minoru Arena is only a 5-minute walk from the Richmond-Brighthouse Canada Line Station and a short walk from the Richmond Olympic Oval, where Dutch speed skaters will compete.

Medal Ceremony Hall

The highlight of the Holland Heineken House experience is the main hall, which can host about 4,000 people every night, and features celebratory medal ceremonies for successful Dutch athletes as well as nightly performances by renowned Dutch artists and DJ's. The uniquely close relationship that Dutch sport fans have with their heroes - coupled with their penchant for the national colour of orange - makes for a vibrant and unforgettable atmosphere during celebrations and performances. More than 100,000 people visited the Holland Heineken House during Winter Games in Turin and 95,000 at the Beijing Olympics. At the last Summer Games, supporters were able to celebrate a total of 16 medals for the Dutch Olympic Team.

Epic centre of the Dutch sporting world

Further features of the Holland Heineken House include a Lodge Restaurant and several food outlets, a Dutch Consulate information desk, ATP travel and ticketing desk, a special athletes' room, VIP facilities for members of the Dutch royal family and government, a business lounge for partners and suppliers of NOC*NSF as well as facilities for Dutch media. The organization expects more than 50,000 visitors during the Olympic Winter Games in Richmond.

Sports fans can follow the progress of their heroes live on dozens of large screens throughout the Holland Heineken House, sharing in the achievements and emotions that are part and parcel of the Olympic experience. Should you be unable to obtain a



ticket for your favorite event, there is no better way to enjoy the action than in the company of fellow fans.

Opening hours

Open daily from 9 a.m. until 2 a.m., the Holland Heineken House is an ideal place to catch up on the latest Olympic news or to simply relax with something to eat or drink. Everyone is welcome, including international guests, and most especially all those with a Dutch Passport.

The refreshments offer a range from fast food and healthy snacks to the best of modern cuisine with a Dutch and Canadian flare. Food is combined - of course - with a fresh and cold Heineken draught beer. Table reservations for lunch and dinner at the Lodge Restaurant (capacity 150) can now be made by sending an e-mail to hkh@atp.nl.

Nearly 300 people – including more than 170 volunteer crew members - will be hard at work every day to ensure that visitors to the Holland Heineken House enjoy an unforgettable experience.

Holland Heineken House Address:

Minoru Arenas (MA)
7551 Minoru Gate
Richmond, B.C. V6Y 1R8

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O Zone | Fact Sheet

The City of Richmond, home of the Richmond Olympic Oval, has planned a spectacular celebration for 2010. As an official Celebration Site for the 2010 Olympic Winter Games, Richmond's O Zone will overflow with energy and excitement.

The O Zone will be conveniently located in the heart of Richmond's City Centre, a few minutes walk from the new Canada Line rapid transit system. Flowing throughout the Minoru Civic Precinct, from Richmond City Hall through to Minoru Park, this family-friendly event will provide an exciting, inclusive and unique Olympic Winter Games experience for Richmond citizens, along with visitors from across the country and around the world.

An international destination, the O Zone will feature multicultural programming; headliner entertainment; encounters with Olympic athletes; simulcasts of Olympic Games competition on giant screens; a mammoth ice art installation and world championship ice carving; a unique outdoor skating rink; interactive sport and art activities; sport, cultural and arts exhibitions; food and beverage stations; special fireworks evenings and more.

Richmond Olympic Oval – By the Numbers

4	Number of awards the Richmond Olympic Oval has received thus far
6.5	Size in acres of the Richmond Olympic Oval roof (2.6 Hectares)
12	Medal events to be held in the Richmond Olympic Oval in 2010
36	Medals to be awarded at the Richmond Olympic Oval in 2010
453	Expanded base piles underneath the Richmond Olympic Oval
2,200	Stone columns underneath the Richmond Olympic Oval
8,000	Seating capacity of the Richmond Olympic Oval for the 2010 Olympic Winter Games
19,000	Sheets of 4x8 plywood to cover the Richmond Olympic Oval roof surface
33,750	Size of the Richmond Olympic Oval in square metres
170,000	Cubic meters of sand used to preload the Richmond Olympic Oval site
1,000,000	Board feet of primarily pine beetle lumber to build the Richmond Olympic Oval roof
1,100,000	Cubic feet of concrete to build the Richmond Olympic Oval
5,600,000	Kilograms of steel rebar to build the Richmond Olympic Oval

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Some of the exciting program elements of the O Zone are:

The Ice Gate

The O Zone experience will begin at the Ice Gate, a monumental ice art installation exclusive to Richmond, created by renowned West Coast artist Gordon Halloran. His Paintings Below Zero have won international acclaim at special exhibitions in Toronto, Chicago and the Torino 2006 Olympic Winter Games. Up to 30 metres (100 feet) long and six metres (20 feet) high, the Ice Gate will be a visually spectacular work of art that constantly evolves throughout the Games period.

Holland House

Internationally recognized as one of the most popular and fun destinations at every Olympic Games, Holland



Holland House

Heineken House is the official Nation House of the Netherlands. Primarily located in Richmond's Minoru Arenas, Holland Heineken House will feature a wide variety of entertainment and hospitality activities going on nightly. Join

a few thousand speed skating-crazy Dutch fans for a truly international and fun celebration.

Main Stage

The O Zone's main stage will feature top Canadian headliners as well as local

talent, and will be a top concert venue of the 2010 Winter Games. The Main Stage will act as a gathering place for Richmond residents ready to applaud their own, local talent and for visitors to discover the wealth of Canada's multicultural performance scene. Bordered by two giant Panasonic television screens, including a 42-metre high definition screen, the Main Stage will be the perfect spot for cheering on Canada or other countries' Olympians with a few thousand of your closest friends. There will be daily simulcasts of Olympic Games competition, and special appearances by Olympic medallists and other Olympians.

The Ice Zone

More than an ice rink, the Ice Zone will be a public, family-oriented outdoor venue. Featuring a real ice surface, the innovative Ice Zone will offer free public skating in the great outdoors, sport demonstrations and ice shows that bring the winter experience to life.

Ice Art World Championships

Exclusive to the O Zone is the Ice Art World Championships, featuring the best ice carvers in the world with teams from Italy, Japan, Norway, USA, Australia, Canada and others competing to create spectacular Olympic-themed carvings. Over a 12-hour period, teams will compete to create amazing ice masterpieces, which will then remain on display for several days. An official



Cultural Olympiad program, the Ice Art World Championships has been a popular event at every Olympic Winter Games since Calgary in 1988.

BCLC 2010 Winter Games Dome

Step into the shoes of an Olympic athlete, through interactive and virtual experiences offered in the BCLC 2010 Winter Games Dome.



Bobsleigh simulator, BCLC 2010 Winter Games Dome

Find out if you are as accurate as an Olympic biathlon competitor or as agile as a Paralympic sledge hockey player. Then strap in for a virtual ride down the Olympic bobsleigh track that will stimulate all your senses. Currently touring the province and receiving rave reviews, the BCLC 2010 Winter Games

Dome will be exclusive to the O Zone during Games-time.

Fireworks and Theme Nights

Watch for spectacular fireworks presentations over Minoru Park on select nights, presented by BC Lotteries. Throughout the Games, there will also be a number of special theme nights when programming will focus on special events such as Chinese New Year or celebrating international cultures, Canada's diverse regions and more.

Discover, Explore, Learn

Richmond's beautiful City Hall will be the setting for three engaging exhibitions focused on sport and the Olympic Games:

- **Lace Up: Canada's Passion for Skating**, presented by the acclaimed Canadian Museum of Civilization, chronicles our love of gliding across the ice from skating's European roots to Canada's Olympic speed skating triumphs.
- **Speed Skating Canada** presents a special exhibition on the national history of the fastest sport on ice, which includes learning the stories of great Canadian champions from champions like Gaetan Boucher and Catriona Le May Doan to the new breed of Canadian stars who will rule the ice at the Richmond Olympic Oval in 2010.
- **CESEP 2010 - The Culture, Education, Sport and Ethics Program (CESEP)** is an international educational outreach initiative to engage teachers and students from different countries and cultures in the dialogue of healthy, drug-free sport. In addition to promoting education of healthy sport around the world, CESEP 2010 will present an exhibition of essays, poems and artwork from around the world that reflect students' values on the culture of sport and competition on a level and clean playing field.



COLD FX Warming Tents

Come in from the cold, and meet old friends and make new friends in a great Olympic tradition. Warming tents are the Olympic equivalent of a communal campfire, where you can forge friendships with folks from across the street and around the world. The warming tents will also serve as event information centres and will be the place to get free samples of COLD FX, Canada's most popular defence against colds and flu.

International Living Room

Richmond Public Library's Brighthouse Branch, located in the heart of the O Zone, invites international visitors to drop by their International Living Room to check their emails, catch up on home-town online news and relax with periodicals and a cup of coffee.

Club O Zone

Club O Zone is a members only lounge offering a number of exclusive benefits: reserved, private and covered seating with unobstructed views of the main stage and the large screen; a covered and heated Club O Zone lounge with LCD screens showing various Olympic competition action; and a members only cash bar and food service located in the lounge. A great opportunity for businesses looking to host clients and other guests for an Olympic Games experience.

Engaging. Entertaining. Accessible. O Zone.

The Richmond O Zone will be a destination for excitement, spectacle and discovery and a unique and authentic 2010 Olympic Winter Games experience.

For more information visit
www.richmondozone.ca

For more information:

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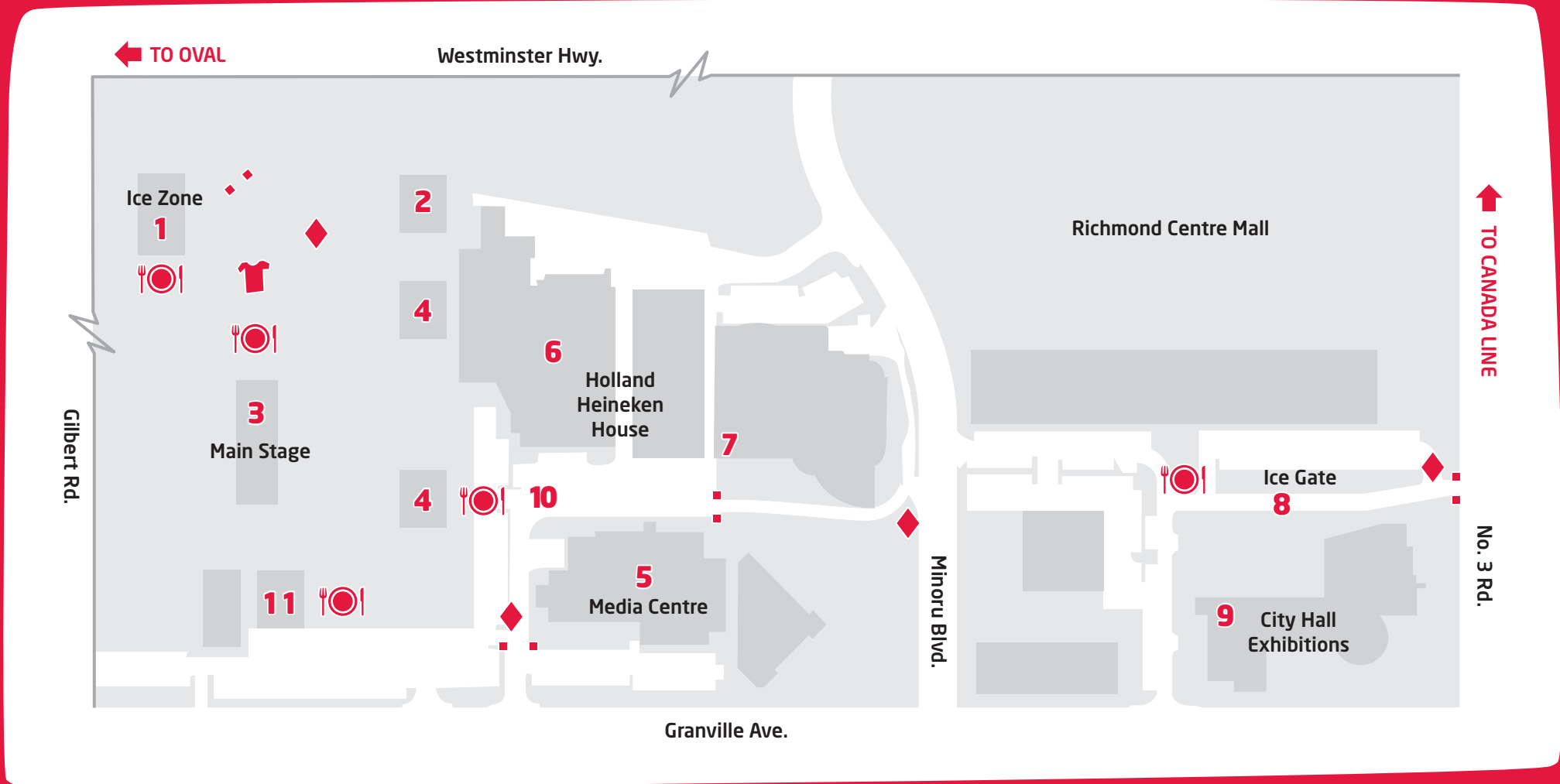
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0 Zone Overview Map



Legend

- 1 Ice Zone
- 2 BCLC 2010 Games Domes
- 3 Main Stage/Big Screens
- 4 Hospitality Zone
- 5 Media Centre
- 6 Holland House
- 7 International Living Room
- 8 Ice Gate
- 9 City Hall Exhibitions
- 10 Interactive Art
- 11 CocaCola Recycling Display
- ⋮ Gate
- ◆ Info/Warming Tent
- 🍴 Food and Beverage
- 👕 Merchandise