



ULU NEWS

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A History of the Arctic Winter Games

The history of the Arctic Winter Games begins in 1967 at the Canada Winter Games hosted in Quebec City. Stuart Hodgson and James Smith, then Commissioners of the Northwest Territories and Yukon, looked on while athletes from their jurisdiction were decisively bested in competition.

The men realized that with a smaller pool of athletes, inadequate facilities and training, northern athletes couldn't effectively compete with their southern counterparts.

Games Date Back to Alaska

The idea for the Arctic Winter Games developed out of discussions between the commissioners and then Governor of the State of Alaska, Walter J. Hickel. Governor Hickel embraced the concept and the Arctic Winter Games Corporation, now the Arctic Winter Games International Committee, was formed in 1968.

The First Games

The first Games, held in Yellowknife in 1970, were attended by 500 athletes, participants and coaches. The 2004 Games were hosted in Wood Buffalo, Alberta and were joined for the first time by the Saami people of Sweden, Finland and Norway, making the Games a truly circumpolar northern event.

Since the Games were first created, participating regions in the Games have grown from Alaska, the Northwest Territories and Yukon to include Northern Alberta, Northern Quebec, Greenland, Nunavut, the Russian province of



Yamal, and the combined Saami team from Norway, Sweden and Finland.

From its modest beginnings, the Games have evolved and grown to the point that over 1,900 athletes, coaches, mission staff, officials and cultural performers will participate in the 2006 Games while thousands of spectators cheer them on.

An International Celebration

And now the Kenai Peninsula has now been chosen to be a part of this international exchange. The games will be an incredible boost to the economy on a local level as well as the State of Alaska, as thousands of visitors attend the 2006 Games. It is projected that the week-long games will bring over five

million dollars into the Kenai Peninsula economy in March, a traditionally slow time of the year for businesses. This money will be generated by the influx of Games participants (1900), special guests (700) and spectators (3000+).

Meet the Mascot – Rascal the Raven



In October, 2004, Arctic Winter Games announced a contest in which local students could enter possible names for the 2006 mascot. The contest was open to all K-12th grade students on the Kenai Peninsula and was a great opportunity for those students to get involved with the upcoming games.

Raven designed by Chris Jenness

Local Kindergartner Wins Mascot Naming Contest

The Host Society selected the name from hundreds of entries they received during the "Name our Mascot" contest this fall. "Rascal," was the name chosen for the loveable raven. The name of the mascot as well as the contest winner was a tightly held secret. The contest winner himself was unaware that his entry had been selected until it was announced during a live radio broadcast at the Raven's Roost. The winner was 5-year-old Xander Miller of Sterling. "He had no idea. This was a big surprise for him," said Xander's mother Joan Miller. "My grandma gave me the idea for the name," said Xander, a kindergarten student at Cook Inlet Academy. For winning the name the mascot contest Xander won 4 Super sport passes for the 2006 Arctic Winter Games and 4 tickets to opening

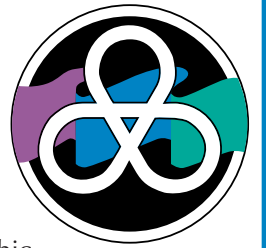
and closing ceremonies, plus \$100 in apparel from the Raven's Roost.

Relevance of the Raven

The AWG mascot is a costumed caricature of a Raven dressed in athletic attire, "As the official mascot of the 2006 Arctic Winter Games he will visit sport venues from Alyeska to Homer encouraging athletes to soar to new heights of unity, sportsmanship and cultural exchange," said Host Society General Manager Loren Smith.

Since ancient time the raven has been held in high esteem by the peoples of the North and is noted by scientists for their high intelligence. However, he is also known by storytellers as a prankster. The AWG Mascot has a name that reflects his character and heritage.

The Arctic Winter Games International Committee Logo



The Arctic Winter Games International Committee logo, consisting of three interlocking rings, symbolizes athletic competition, cultural exhibition and social interchange, which is the underlying philosophy behind the Games. The logo is enhanced with a graphic illustration of the aurora borealis, further emphasizing the northern character of the Games. Although gold, silver and bronze medals are awarded to the athletes; the only trophy awarded is to the team that best displays the spirit and values of the Games during the week of competition.

The Official Sports of the 2006 Arctic Winter Games



Support the Arctic Winter Games Today!

It is a massive and exciting undertaking to host the 2006 Games. The Kenai Peninsula 2006 Arctic Winter Games is truly inviting the world to join us in March, 2006 for a celebration of youth, competition and culture.

Fundraising

With a project of this size and scope, it will take many contributions, large and small, to make the 2006 Games the best Games ever! We need to raise \$5.3 million in cash and in-kind donations for the 2006 Games.

With a \$5.3 million fundraising goal, the 2006 Host Society has designed a series of contribution and sponsorship programs that fit every budget and that

offer a great set of rewards, recognition and sponsorship opportunities. This is an outstanding program that will leave a lasting legacy for the Kenai Peninsula Borough, its communities and its residents.

Please visit the official website at www.awg2006.org or call 907-262-2006 to find out how our fundraising goals are structured and who will be responsible for raising those funds.

Volunteer Opportunities

Besides the necessary monetary needs of putting on an international event of this magnitude, support from volunteers is crucial to the success of the games. We need thousands of volunteers to make the Kenai Peninsula 2006 Arctic Winter Games a success. Host a team, work in the store, supervise a sporting venue, coordinate a reception or just ring a cowbell as athletes from seven nations cross the finish line. The opportunities are virtually unlimited. Sign up today by going to www.awg2006.org.

Thank you for your interest in how you or your company can support the 2006 Arctic Winter Games on the Kenai Peninsula.



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- 7 Countries
- 6 Days

1 Opportunity to shine

Volunteer today. It's going to take a lot of help for the Kenai Peninsula to host the top of the world. We need thousands of volunteers to make the Kenai Peninsula 2006 Arctic Winter Games a success. Support a team, help at your favorite venue, welcome special guests from around the world or just ring a cowbell as athletes from seven nations cross the finish line. The opportunities are virtually unlimited. Sign up today at www.awg2006.org or call (907)262-2006.



Release the Spirit Within



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SPONSOR IN THE SPOTLIGHT

Due to the magnitude of both volunteer and monetary support that is needed in order to produce the Arctic Winter Games, it is especially important for us to take a look at those who are helping us make the games a success. This month, the spotlight is on an extremely generous sponsor who is crucial to making all of this possible.

Era Aviation

Era Aviation is the official airline of the Kenai Peninsula 2006 Arctic Winter Games. Carl F. Brady started the airline in 1948 when he first brought a Bell 47A helicopter to Alaska. By 1998, the airline had operations in several countries, fixed-wing service, and even flightseeing service. Era Aviation now employs over 800 people and plays an important role in the petroleum-support industry. Most importantly, Era provides daily air service from Kenai to numerous destinations statewide.



Thank you Era for all you do to support the Games!

Who Participates in the Games?

The Arctic Winter Games showcase the best athletes from the circumpolar region.

The Kenai Peninsula will host over 1900 athletes and coaches from Alaska, Northern Alberta, Northwest Territories, Yukon Territories, Northern Quebec, Nunavut, Greenland, Russia, and Saami.

Regional Spotlight: Northern Alberta

This month's spotlight is on Northern Alberta, located in Western Canada. Northern Alberta has participated in every Arctic Winter Games since 1986 and became a permanent member in 1988. Team Alberta North increased the size of its contingent in 1994 when Slave Lake hosted the Games. Team Alberta was the host for the 2004 Arctic Winter Games in the Regional Municipality of Wood Buffalo.

The settlement of Northern Alberta began in 1778 when Peter Pond of the Northwestern Company established the province's first fur trading post.

From that point on, the region was part of major fur trading routes for both the Northwestern Company and the Hudson's Bay Company. Northern Alberta became the gateway to Canada's Far North when it served as a transportation and construction hub for the Canol pipeline project during the Second World War.

Alberta Facts

Area: 255,285 sq.mi
Population: 2,907,822
Capital: Edmonton
Participants in 2004 Arctic Winter Games: 362



Kenai Peninsula 2006 Arctic Winter Games – Sponsors

