

Colour the Falls Canadian!

The Vancouver 2010 Olympic Winter Games are almost here. It's going to be the biggest Canadian Celebration ever and we invite you as Canadians to cheer on our Canadian Olympic Team to victory in 2010.

In anticipation of the Winter Games, the Olympic Torch will journey across Canada, and Niagara Falls is selected as one of 200 Celebration communities by VANOC (the Olympic organizing committee) to cheer on the Flame, as it passes through our city.

This is a unique and rare opportunity for our community to come together for one great reason — to colour the Falls Canadian. Use your imagination...wear red and white, wave the Canadian and Ontario flags, and together we will cheer on the Flame! There be music, singing, and dancing along the Torch Route and at Table Rock to commemorate this momentous occasion! Be creative, but most of all — be involved! This will be a celebration to look forward to and remember.

As the Olympic Torch Relay arrives in Niagara Falls at 6:00 p.m. on December 20th, let's prepare for a community Celebration with entertainment and heartfelt meaning - that together we belong to the same Team Canada and support the greater good of our beloved country - these will be memories to treasure and last a lifetime.

Red Snowflakes

Canadians and Snowflakes...there are no two alike.

At the Vancouver 2010 Winter Olympics, the official Canadian Olympic Team will proceed with 200 of our finest athletes, marching into BC Place for the Opening Ceremony. These athletes are our children, relatives, neighbours, and friends who come from the communities and provinces of Canada. We've watched them grow, supported their dream, and encouraged them to be the best they can be.

Imagine their glowing hearts, after all their hard work, dedication, and endurance striving to achieve their goals...how filled with honour and pride they will be to carry the Canadian Flag on behalf of all Canadians. Before them will be the test of their lives - to display their skill — challenged to be the best in the world. Let them look out and see and hear all Canadians focused and cheering them on with great enthusiasm and hope!

We are part of Team Canada and come in many shades of red... Just like snowflakes, each one beautiful and unique...We can be different but each of us contribute our unique strengths, skills, and talents that together make one great community and country. Be inspired and live your dream. Come out and cheer on the Flame! Let your personality shine!

How to Get Started

The good news is, you already have! Just by reading this brochure, you've become a part of the inspiration to Colour the Falls Canadian! "How do you Colour the Falls Canadian", you ask?...Great question, and there's an easy solution...you probably have lots of different things lying around your home or office that can let you do it...

Take a red, coat, or sweater, combine it with a red hat, scarf and mittens and voila! You have the unofficial Colour the Falls Canadian uniform. Add a Canadian or Ontario Flag tied to a hockey stick and you're ready to lead your section of the Relay Route in a cheer or two. For extra impact, turn your visage into a work of art with a little face painting. A maple leaf on the cheek is always popular, as are slogans like 'Go Canada!'. It's that easy, and that much fun. And even better, it doesn't have to cost you any money!

Come Out and Make Some Noise

Canadians are known for being polite...but we are talking about the Olympic Games! And our Canadian Athletes are going to give us lots of reasons to be proud. The least we can do in return is be LOUD!

Don't be shy. Cheer at the top of your lungs. Honk your horn...Turn up the volume! Blow a trumpet, bang a drum...and when in doubt, remember, you can never have enough cowbell!

Community Ideas to Colour the Falls Red

Turn your home, organization, or business into a 2010 Celebration Site!

- Hang strings of red Christmas lights from your porch or balcony, or business
- Drape your windows with red streamers
- Make a snowman on your front lawn dressed in a red toque and scarf or draw designs or write a message in the snow (if we have any) on your front yard, using red food colouring
- Tie a red streamer or flag to your car antenna
- Hang a Canadian flag from your house or business
- Host a Torch Relay party for your family and friends, employees and customers
- Challenge other clubs, teams or organizations to a friendly competition (which club is loudest, most creative, most number of participants)
- Have a 'wear red to work' day on Sunday, December 20th, with roving facepainters
- Feature red merchandise in your window displays
- Illuminate window displays at night with red lights
- Partner with local schools to have them come and paint your store windows in red with a display of support for the Canadian Olympic team
- Serve red drinks, use red napkins, have a red menu
- Draw design or message in red chalk on the sidewalk

So there you have it! Whether you are a homeowner, member of a school, club, team or organization, or a business owner, the ideas above are a few suggestions to get you started...to Colour the Falls Canadian — be there with pride and in honour of Canada and our Canadian Olympic Team.

Let us know what you plan on doing to Cheer On the Flame — December 20, 2009!

Go to www.niagarafalls.ca

or,

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