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## **"WE'RE ALWAYS GAME" AIMED TO DRAW SPORT ORGANIZATIONS TO PRINCE GEORGE**

**PRINCE GEORGE** - Tourism Prince George (TPG) wants the world to know: We're Always Game.

On Sept. 27, 2022, TPG released its local premiere of a high-quality, 60-second video that showcases Prince George's capacity to host mid- to large-size sport tournaments and events. Every scene from [We're Always Game](#) was shot in Prince George; highlighting the pride, spirit and dreams--made on and off the fields--of our city's sport venues.

"Prince George is a world-class, sport-hosting destination and the creation of this video allows us to properly tell that story," said Tourism Prince George's CEO Colin Carson. "The video highlights our phenomenal facilities and gives us another tool to attract more events."

Drawing sporting events to Prince George is proven to benefit the community as a whole. Welcoming team organizations, athletes--their family and supporters--as well as spectators drives year-round economic activity felt across the tourism and hospitality sectors.

"Event hosting is a major area within the tourism industry and it plays a key role in diversifying our local economy and driving the growth of tourism revenues," Carson added.

Coined the Basecamp to the North, Prince George is B.C.'s largest northern city with sport arenas and outdoor facilities that have hosted international events like the World Women's Curling Championship earlier this year.

"Our Prince George experience was thoroughly positive and memorable, both for our athletes and for our staff on the ground who worked on the BKT Tire & OK Tires World Women's Curling Championship," shared Katherine Henderson, Chief Executive Officer of Curling Canada. "The city as a whole, and in particular the staff at the CN Centre bent over backwards, to make us feel welcome, which resulted in a first-class and professional event, on and off the ice."

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# PRINCE<sup>BC</sup> GEORGE

*We're Always Game* will be promoted in Vancouver, Victoria and Ottawa with the goal of drawing interest from sport organizations across the nation to look to Prince George as a host city.

“As a four-season city Prince George has hosted successful national and international sporting events year-round,” said Prince George Mayor Lyn Hall. “From Masich Place Stadium, six indoor ice arenas, to the Caledonia Nordic Ski facility, our city is thriving with amenities to be a host city for any sport. We are grateful for the efforts and partnerships the City has with Tourism Prince George to attract and market sporting events in our community.”

Keeping this campaign as local as possible, *We're Always Game*, was produced by 6ix Sigma, a Prince George-based videography and production company.

**Watch + Share** *We're Always Game*: [Click here](#)

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