



Island Coastal Economic Trust Announces Sponsorship Support for Cowichan 2008 North American Indigenous Games

**For Immediate Release
May 28, 2008**

Lake Cowichan, B.C. – W.J. (Jack) Peake, Chair of the Island Coastal Economic Trust (ICET), today announced sponsorship support for the Cowichan 2008 North American Indigenous Games. The total financial commitment from the Island Coastal Economic Trust is \$100,000.

“The primary goal of the Cowichan 2008 North American Indigenous Games is to stage an international sports competition and cultural festival for more than 9,000 Indigenous people from across Canada and the United States. The Games will be conducted in select locations throughout the Cowichan Valley including Cowichan Tribes Reserve, Duncan, North Cowichan, Mill Bay, Shawnigan Lake, Lake Cowichan, Cowichan Bay and Chemainus. Other communities such as Ladysmith and Nanaimo will have indirect involvement through the use of hotels and other service-related business to support the Games,” stated Jack Peake.

“The North American Indigenous Games has become the largest event of its kind in North America, larger in scale than any other multi-sports games delivered in Canada on an ongoing basis,” states Rick Brant, Cowichan 2008 CEO. “We made the case to ICET for support based on the analysis that the Games will stimulate regional economic development.”

The Games are projected to create \$36 to \$40 million in economic activity for the Province, with 64%-84% of this activity happening within the Cowichan Valley and surrounding regions. An estimated 324 long-term jobs extending at least 7 years after the Games have ended will also be created. These projections are based on the statistical results of 11 Canadian multi-sport or international-level games held between 2002 and 2007.

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About Island Coastal Economic Trust

The Island Coastal Economic Trust was established by Provincial legislation on February 27, 2006. It provides \$50 million, which is managed by an independent board of directors made up of 8 locally elected government representatives and 5 provincially appointed members from the community. The board's mandate is to make strategic investments in regional economic priorities such as forestry, transportation, tourism, mining, energy, Olympic opportunities, economic development, agriculture and aquaculture, and small business. Information about the Trust can be found on www.islandcoastaltrust.ca.

About Cowichan 2008

The Cowichan 2008 North American Indigenous Games will be hosted in Duncan, British Columbia, from August 3 to 10, 2008. The Games are an international celebration of youth, sport and culture, featuring 15 sport competitions and a large-scale cultural festival. For more information on the Cowichan 2008 North American Indigenous Games, please visit www.cowichan2008.com.

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Contact Information

W.J. (Jack) Peake, Chair
Island Coastal Economic Trust
Tel: 250-749-6625

Al Baronas, CEO
Island Coastal Economic Trust
Tel: 250-334-2427 ext. 223

Brennan Gohn, Communications Manager
Cowichan 2008 North American Indigenous Games Society
Tel: 250-746-2008 ext. 231

