



# NEWS

The Official Publication of the 1990 Arctic Winter Games

November 1989

## It was 20 years ago...

Welcome to the ULU News, the official newspaper of the 1990 Arctic Winter Games

My name's Knifée and as the official mascot of the Yellowknife 1990 Arctic Winter Games, I'm here to tell you to put away all thoughts of white sand, sunny vacations, sun screen and beach towels — the games are on their way.

In a little over three months, athletes and cultural performers from the Soviet Union, Greenland, Alaska, Yukon, northern Alberta and, of course, the NWT will converge on the Capital City for the 1990 AWG.

The 1990 games will prove a historical event for a host of reasons. Next year's festivities will mark the 20th anniversary of the AWG. That's right, it all started 20 years ago right here in Yellowknife.

We also have the great pleasure of welcoming athletes and cultural performers from Greenland and cultural performers from the Soviet Union. The Soviet Union is also sending two sport observers which means someday they may send athletes; making the AWG a truly circumpolar sporting and cultural event.

But back to the ULU News.

This issue is the first of four monthly issues leading up to the games on March 11-17, 1990. This issue will be followed by subsequent issues at the end of December, January and February.

When the games arrive in March, the staff of the ULU News will shift into high gear and produce a daily newspaper complete with results, pictures and a host of human interest stories

on athletes, performers and the people behind the scenes.

December's issue will focus on the sports of the 1990 games, followed in January by a look at this cultural program.

The subject of February's issue is a closely guarded secret. At that time, the AWG host society will unveil a special treat for Yellowknife and the 1990 games.



*Knifée is the mascot for the 1990 Arctic Winter Games. Knifée was based on the award-winning ideas of grade five students from Yellowknife, N.W.T.*



Celebrating  
**20**



Catch the  
*Spirit!*

1990 ARCTIC WINTER GAMES  
YELLOWKNIFE, N.W.T.  
March 11 - 17

### Government funding

## Creating unique AWG

There are three major players in the 1990 Arctic Winter Games who'll run no races, nor win any ulu.

Without their participation, however, this largest of all northern sporting events would cease to exist.

The three are, of course, the governments of Canada, the Northwest Territories and the City of Yellowknife.

"The games couldn't be put on without the support, and that's financial and otherwise, of the three levels of government," says AWG General Manager Peter Doyle.

The total budget for the 1990 Arctic Winter Games in Yellowknife is \$1.3 million dollars, says Doyle. The financial contribution of the three levels of government totals \$695,000 and that's just the beginning.

"All levels of government realize the impact these games will have on the people and businesses of the host community, as well as people throughout the NWT, Yukon, Alberta and Alaska who will be competing in the games."

The governments' support is also allowing the host society to create a unique cultural facet for the games.

"With our enlarged cultural program, there will be something there for everyone."

"We're trying to enlarge the games and get more of the community involved, and we have required additional assistance from the city and the territorial government, and they've been more than helpful," says Doyle.

The federal government, through Fitness

and Amateur Sport, is donating \$275,000 to the Arctic Winter Games, for many years a distinctive aspect of

The Government of Canada is proud to support the Arctic Winter

**continued next page**



Peter Doyle  
1990 Arctic Winter Games General Manager



# Governments go the extra mile

from page 1

northern culture," says Jean Charest, Minister of State for Youth and Fitness and Amateur Sport, and the Minister Responsible for the AWG.

"This worthwhile sport tradition provides the opportunity for a unique camaraderie as well as a commitment to winter activities among northern communities," Charest adds.

Pierre Cadieux, the Minister of Indian Affairs and Northern Development, refers to the Arctic Winter Games as an important cultural and sporting exchange between people from the diverse northern communities of Canada and other nations.

"The games promote friendly competition while strengthening the bond between people who share a common perspective," Cadieux says.

The government of the Northwest Territories is donating \$300,000 through the Sport and Recreation Division of the Department of Municipal and Communi-

ty Affairs.

The City of Yellowknife is donating \$120,000.

The giving doesn't stop there, however, for the Government of the Northwest Territories and the City of Yellowknife.

"They're also providing services that are very essential for us to run the games," says Doyle. "A lot of these are over and above their financial contributions. Both are willing to assist us any way they can and they've gone out of their way to help us when required."

The GNWT has provided furniture for the AWG office, trucks to assist the construction of the biathlon site, and access to the government print shop.

Doyle says the GNWT has also provided funding for a cultural coordinator "plus all sort of little perks."

The GNWT's Department of Culture and Communications also designed the AWG's brochure. "It's an excellent brochure and it saved us a lot of time and money."

The Department of Public Works maintenance yard is going to



Jean Charest, Minister of State for Youth and Fitness and Amateur Sport



Pierre Cadieux, Minister of Indian Affairs and Northern Development.



Gordon Wray, Minister of Economic Development & Tourism



Pat McMahon, Mayor, City of Yellowknife

be the home of the dog teams competing in the games.

"The athletes have to go feed the dogs at 11 or 12 o'clock at night so the dogs have to be close to the athletes' residence at Sir John Franklin Territorial High School."

When speaking of the GNWT's role in the 1990 games, Doyle says special credit must be given to Gordon Wray, the former minister of Municipal and Community Affairs.

"The man behind the territorial government's involvement with the Arctic Winter Games has

been Gordon Wray. He's been extremely supportive of the 1990 Yellowknife games and a major force behind the enlarged cultural program."

Wray was also instrumental in working with Arctic Winter Games Corporation President Don Cooper to bring Greenland and the Soviet Union to the 1990 games.

The City of Yellowknife has gone above and beyond the call of duty by supplying a computer system for the AWG office, and giving the host society access to its

purchasing system which greatly reduces administrative costs and provides discount purchasing.

The city has also provided the AWG with free storage space, and assisted with facility construction including the biathlon site and the dog mushing trails.

"The city is also purchasing, possibly in conjunction with the City of Whitehorse, the foam pads the athletes will sleep on. These of course can be used for events to be held in Yellowknife or

throughout the territories in the future."

Doyle says Yellowknife Mayor Pat McMahon, city council and city hall staff members such as Doug Lagore, Max Hall, Brian Chambers and others have been "outstanding" in their overall support of the games.

"They've gone out of their way to help us and continue to pitch in whenever they're needed."

Both the city and the GNWT also have representatives sitting on the Host Society's board of directors.

## Ushering in a new era

The 20th anniversary of the Arctic Winter Games will usher in a new era for the games.

Since making their debut in 1970, the games have featured various combinations of teams from the NWT, Alaska, Yukon, northern Alberta and even northern Quebec in the early 1970's.

This year, the Host Society is excited about the addition of Greenland and the Soviet Union to its roster of participants.

"We're excited to have both groups because it's moving the games to a new plateau — it's making them truly international.

"With all the awareness of this new word 'circumpolar' the games are beginning to extend that way."

"It's also the 20th anniversary of the games, so we're entering a new era.

"They're the largest game to date, and now with the international participation and are enlarged cultural program, the games have reach a new plateau."

Greenland is sending 50 participants, while the Soviet Union is sending 10, says AWG General Manager Peter Doyle.

The Greenland delegation includes 36 athletes, about 10 performers and a small group of officials.

The athletes will compete in volleyball, cross country skiing, indoor soccer and badminton.

The cultural performers will be representative of both the native and Danish cultures of Greenland.

The Soviet Union is sending 10 cultural performers and two sport observers, most of whom are from the Magadan Peninsula on the eastern side of the country.

"The two sport observers are coming over to check out the level of competition to see the various sports with the hope that in a few years they will also participate in the games," says Doyle.

Both countries were invited because of their respective ties with the native people of the Baffin region.

**Attracting attention**  
The Arctic Winter Games are heading in a new direction with the increased level of participation.

The addition of Greenland and the Soviet Union has sparked increased interest and coverage by southern media.

This new-found media interest in turn makes it

easier for the AWG Host Society to attract corporate sponsors, says Doyle.

"Corporations are more aware of the Arctic Winter Games and what the games mean to the people of the North. Local companies as well as national and multinational firms are eager to show their support to the North and northerners."

"And of course the athletes are very excited about participating against Greenland because they really don't know what level of competition to expect."

"Greenlanders do not play indoor soccer but outdoor soccer is one of the most popular games in the country."

While the Greenland athletes may be new to indoor soccer, Doyle predicts they'll be a force to contend with in cross-country skiing.


Of course, all northerners love to compete against the Soviets and this year's games are a major step towards Soviet participation, says Doyle.

"We want the Soviets to participate in the games but send athletes that are at the same skill level so we have good competition."



First medal winners of the 1970 Arctic Winter Games. Fifteen km Cross Country Skiing Gold Medal Winner Omolt Jensen of the N.W.T.; Silver Medal Winner Rex Cockney, N.W.T.; Bronze Medal Winner Kaakon Arntzen, Yukon.

"And that's what the Arctic Winter Games are all about; friendly competition and sportsmanship. I think the games have been very successful focusing on fair play and sportsmanship."



news

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Published by

Northern  
NEWS  
Services

Box 2820  
Yellowknife, N.W.T.  
X1A 2R1  
Phone: (403) 873-4031  
Fax: (403) 873-8507



# Corporate sponsors display their community spirit

by Brad Heath

From coffee to cash, northern businesses are doing whatever they can to make the 1990 Arctic Winter Games a success.

The AWG Host Society has been calling upon businesses and private citizens alike to help raise more than half a million dollars for the March 11-17 games, says AWG General Manager Peter Doyle.

"After receiving nearly \$695,000 from the three levels of government, we were still left with the task of raising over \$600,000 in donations".

"We're well on our way to meeting our targeted amount," he adds.

To date the AWG Host Society has trimmed its budget by \$50,000, raised \$100,000 for its cultural program, and an additional \$300,000 in

cash and donations in kind.

"That leaves us with about \$150,000," Doyle told the Ulu News late last week.

The majority of contributions to date have been donations in kind.

The AWG Host Society has received about \$100,000 in cash and about \$200,000 in donations in kind.

Giant Yellowknife Mines provided the largest donation in kind when it undertook the \$30,000 task of building the biathlon site for the games.

"Giant provided the large equipment and the mine's employees volunteered their time and in three weekends the majority of the work was completed," says Doyle.

"They used the heavy machinery to clear a 50-

metre by 50-metre area, and build a berm that's five metres high by 50 metres wide. There's 10,000 cubic yards of fill in there, it's just amazing what they did."

First Air, the official sponsor of the closing ceremonies, gave the AWG \$16,000 in airfare and \$4,000 in cash to assist the Host Society in bringing cultural performers from across the NWT into Yellowknife.

Xerox donated a machine and services valued at \$20,000, while Igloo Building Supplies gave \$20,000 in building supplies and materials to be used in the construction of the facilities for silhouette shooting range, biathlon, cross-country skiing and indoor soccer.

Bellanca Developments, a long-time supporter of the AWG, donated 200 jackets worth

more than \$7,500 for sports officials.

Yellowknife Motors has donated a vehicle for use by the Host Society. Volker Stevin did the blasting at the Yellowknife Ski Club to enlarge the trails, while the Yellowknife Coffee Services is donating coffee to the AWG office for the duration of the games.

"The coffee's a great donation. A small business can't give cash but they can provide a service that reduce our costs and we're quite happy with that."

Capital Transit donated cement for the floor of the silhouette shooting site which Dominic Bravo then finished as his contribution to the games.

"People are interested in getting involved in the games and as a result we've benefitted through donations of all kinds.

"We have to pay for it one way or another and if people don't mind donating their time and donating their services through their businesses, it's just as beneficial to the overall staging of the games." Of course, the Host Society is just as happy to receive cash donations.

Al Collinson of the Elks Lodge 314 and Liz Bailey of the Order of the Royal Purple of Yellowknife presented the AWG Host Society with a cheque for \$20,000 in early November. As well, they have provided their hall free of charge for the game's media and results centre.

Tony Chang, through his affiliated companies T.C. Oil Distributors, Body Works Fitness Centre, Shoes 'n Things and YK Esso, donated \$20,000 to become the official sponsor of wrestling, hockey and curling in conjunction with Esso Resources Canada Ltd. and Esso Petroleum Canada.

Imperial Oil will also support the game's cultural program through a week-long exhibition of native art from the company's extensive Canadian art collection.

"It's important that business put something back into the community and I'm delighted we could show our community spirit by supporting the games," says Chang.



Peter Doyle at the biathlon site.



Don Sian

## Message from Host Society President

The past year has proven both busy and exciting for the Yellowknife 1990 Arctic Winter Games Host Society.

We've been successful in hiring capable and enthusiastic staff for the games office.

Our committee chairpersons have the organization of their respective

sports well in hands, while volunteer support from the community has been tremendous.

The response from businesses and individuals to our fundraising has been excellent.

All in all, the 1990 Arctic Winter Games are shaping up to be one of the best ever!



## 1990 ARCTIC WINTER GAMES OFFICIAL SPONSORS

(As of November 29, 1989)

The Yellowknife (1990) Arctic Winter Games Host Society wishes to thank the following sponsors of the 1990 Games.

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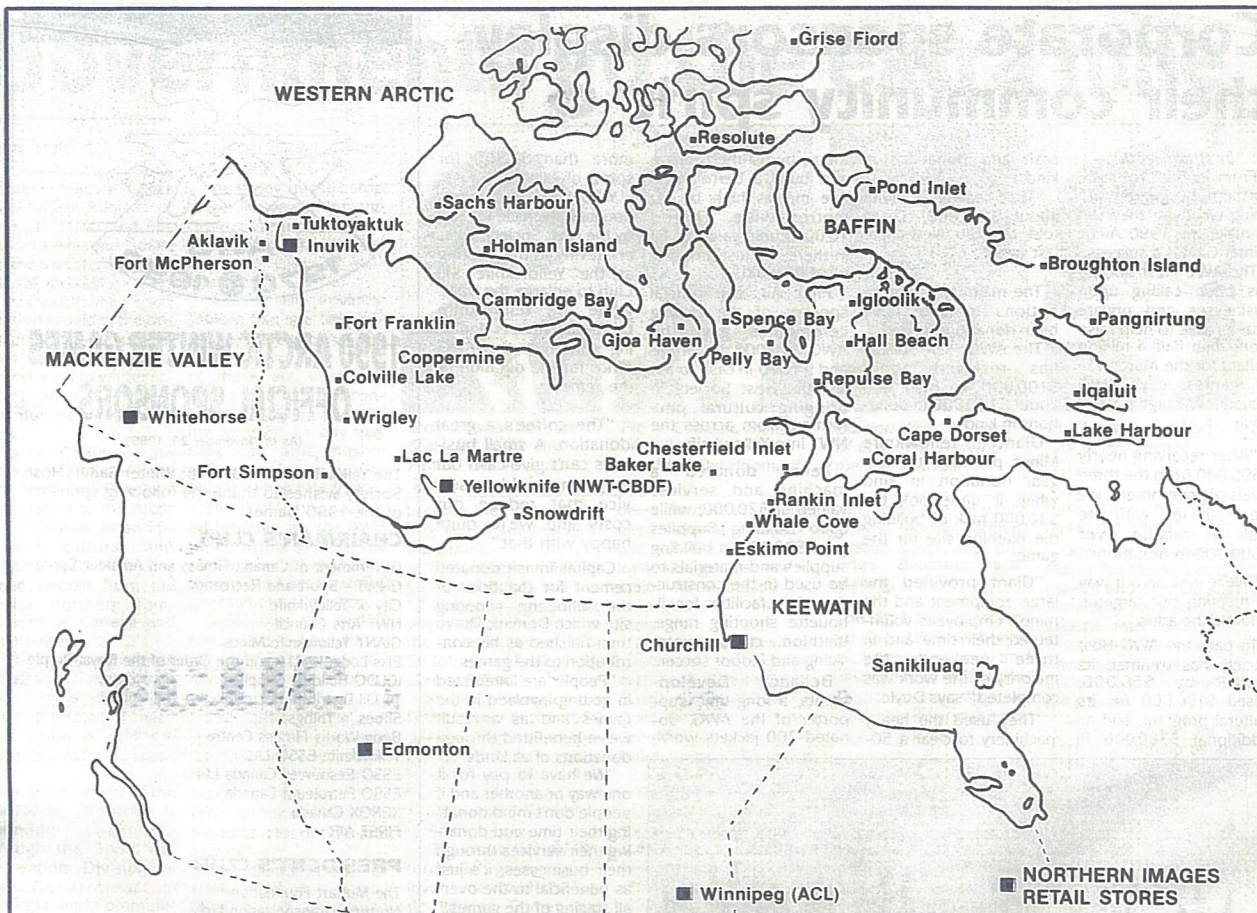
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 Owned and operated by the people they serve for over 30 years"

