



**PRESS RELEASE
ARCTIC WINTER GAMES INTERNATIONAL COMMITTEE
CITY OF YELLOWKNIFE**

October 29, 1998 Yellowknife:

The Arctic Winter Games International Committee (AWGIC) and the City of Yellowknife released the results of an analysis of the economic impact of the 1998 Arctic Winter Games today. Dr. Tim Berrett, a Research Associate at the University of Alberta, prepared the report at the request of the AWGIC.

“Dr. Berrett’s work highlights the significant economic benefits that the Arctic Winter Games bring to a host community,” said AWGIC President Gerry Thick. “It is significant to note that every government dollar invested the Games produced over \$4.00 of spending in the NWT”.

Mayor David Lovell said, “I was extremely pleased to see the results of this report and to be able to report on the benefits gained. The City encourages a variety of national and international organizations to host events in the community. This type of research reinforces the need for us to continue these efforts.”

Report highlights include:

- The creation of 35.8 person years of employment in the NWT
- Games related spending of \$3.385 million dollars (the total Government contribution was \$830,000)

- Survey results showing that of 62 Yellowknife businesses surveyed, 79% reported an increase in sales
- Survey results showing that visitors to Yellowknife received a positive impression of the city and its residents

The AWGIC and City will also be releasing the results of research completed on the social and community development impacts of the Games in near future. Further information can be obtained by contacting:

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