



Snohomish County
Office of the Executive
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County Executive

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“Get in the Game”: Forum highlights 2010 Games opportunities

October forum maps regional economic strategies for the 2010 Winter Games

EVERETT – SnoGold 2010, a community-driven initiative led by Snohomish County Executive Aaron Reardon, will host *Get in the Game*, a forum to introduce businesses and organizations to 2010 Winter Olympics and Paralympics opportunities on Wednesday, October 17 from 1:30 to 3:30 p.m. at the Weyerhaeuser Room at the Everett Station, 3201 Smith Avenue, Everett. The event is free and the public is invited to attend.

“Snohomish County has the opportunity to attract tourists and business interests leading up to – and after – the Winter Olympics and Paralympics. Now is the time to work together to capture the financial rewards and bring the spirit of the Games to our community,” said County Executive Reardon.

Get in the Game features a panel discussion focusing on how businesses and the community at-large can benefit from the 2010 Olympics and Paralympics, which will take place in British Columbia’s greater Vancouver and Whistler areas beginning in February, 2010. Panelists will represent British Columbia’s 2010 Commerce Centre, The Tulalip Tribes, Washington State Department of Transportation and local businesses and organizations already preparing for the expected increase in tourism and business the Games will bring to Snohomish County.

The event also features a ceremonial unveiling of the SnoGold 2010 logo, commissioned by Tulalip Tribes member and artist James Madison.

The 2010 Olympics and Paralympics are expected to attract more than 200,000 people through the I-5 corridor, making Snohomish County a major hub while traveling north to Canada.

Led by Snohomish County Executive Reardon, SnoGold 2010 is collaborating with local jurisdictions, businesses, organizations, community groups and citizens to maximize

economic and visibility opportunities presented by Snohomish County's proximity to the 2010 Winter Games in British Columbia.

To attend, please RSVP to SnoGold2010@snoco.org. For more information about SnoGold 2010, visit www.SnoGold.com or contact Katie Kuciemba at 425.388.3783.