



SASKATCHEWAN OPENS PAVILION IN VANCOUVER

The Province of Saskatchewan officially opened its Olympic pavilion in Vancouver today.

Saskatchewan's pavilion includes two main structures – the Saskatchewan Experience Centre where the province and partners will tell the story of Saskatchewan through videos and kiosks and the Entertainment Centre where guests can watch live entertainment, a variety of video presentations and live televised Olympic sporting events.

“It is incredible to see this project finally coming to life,” Tourism, Parks, Culture and Sport Minister Dustin Duncan said. “Our stratosphere looks amazing, our entertainment lineup will be great and we will truly showcase Saskatchewan over the next few weeks.”

Duncan took part in the pavilion opening by introducing the Saskatchewan Story high-definition video (produced by Partners in Motion and set to music by Jack Semple) and by taking the first official photo in front of the Green Screen.

The Green Screen allows guests to the pavilion to virtually visit Saskatchewan by posing in front of iconic Saskatchewan backdrops. The visitors are given a barcode which they type in on the pavilion website and then they can download their photo.

Some of the backdrops include a Saskatchewan Roughrider fan shot, the RCMP, a lake scenic, a grain field and a mining photo. Visitors will be given props like green thundersticks and a green wig for the Rider fan photo so they can get creative as they pose for their photo.

“The Green Screen helps drive traffic to our website, where we are telling people about Saskatchewan and about what Saskatchewan is doing here in Vancouver,” Saskatchewan Pavilion Director of Marketing and Production Trent Fraser said. “We are going to tell as many people as possible that Saskatchewan is the best place to visit, invest and to make a life.”

For more information and to follow what Saskatchewan is doing at the Games, visit our website at www.saskpavilion.ca.

NOTE TO EDITORS: The Saskatchewan Pavilion's official opening will take place Friday, February 12, at 2 p.m. PST in Vancouver. Minister Duncan will be available to do a limited number of callbacks immediately after the opening at approximately 2:30 p.m. PST (4:30 p.m. Saskatchewan time).



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