



SHARING THE SASKATCHEWAN STORY

People around the world will be able to follow Saskatchewan's presence at the 2010 Olympic Winter Games at www.saskpavilion.ca.

The website will include photos, video, news releases, blogs and stories from the Games.

"This is about telling the Saskatchewan story, both in Vancouver and back home," Saskatchewan Pavilion Director of Marketing and Production Trent Fraser said. "We are going to have an amazing presence in Vancouver and we want Saskatchewan residents to see that and feel proud of that."

The pavilion website currently includes a schedule of live entertainment, bios on all the performers, a list of partners and more.

Content will continue to be added throughout the Games, including story ideas, news releases, photos, Facebook and Twitter updates and video.

The video-blogging is one way people around the world will be able to see what Saskatchewan has to offer, how successful the Torch Relay celebrations were and what Saskatchewan is doing in Vancouver. They'll also get a sense of the atmosphere.

"Saskatchewan's not just the province in the middle where everybody stops for gas on their way through," video-blogger Jeff Maystruck said. "It's a beautiful province and I want to show people that. The people are the friendliest in the world. We basically want to put ourselves on the world stage and say, 'come to our province, I guarantee you're going to love it.'"

For more information, contact:

Jennifer Johnson
Tourism, Parks, Culture and Sport
Regina
Email: jennifer.johnson@gov.sk.ca
Cell: 306-529-5805