



MEDIA RELEASE

2023 Canada Games Launches Mascot Design Challenge

Charlottetown, PE (April 12, 2021) — Calling all kids! The challenge to create the official mascot for the 2023 Canada Games is on.

Today, the 2023 Canada Games launched a provincewide ‘Mascot Design Challenge’ contest and is asking students to help create a character that will become an iconic symbol for Prince Edward Island leading up to and during the Games.

Children aged five to 12 from across PEI will be asked to put their imagination and creativity to the test by choosing from one of five design options: the blue jay, red fox, snowshoe hare, red squirrel, or by making their own unique creation.

The new mascot should celebrate the power of sport and bringing people together while reflecting the identity, culture, and heritage of PEI.

The contest entries that best reflect these attributes will inspire the official 2023 Canada Games mascot. The winning design will be announced this June with the contest winner receiving a Canada Games prize pack and a celebratory pizza lunch for their class. The winner will also have the exciting opportunity to be a torchbearer in the upcoming 2023 Canada Games Torch Relay.

Entries will be reviewed by a panel of judges that includes Canada Games staff and volunteers.

Following the completion of the contest, the winning design will be brought to life by a local artist before being revealed this October. A separate call-out will be made to the PEI arts community to support the creation and development of a children’s book to help tell the story of the official 2023 mascot.

Entry Details

Challenge entry forms, official rules, and FAQs are available at 2023canadagames.ca. Completed entries can be submitted online or mailed to the 2023 Canada Games office.

The deadline for submissions is May 7, 2021.

Every Islander who submits a mascot design will be entered into a draw to win one of five Canada Games prize packs. The winners will be announced in June.

A school kit and teaching resources will also be available for download to encourage schools, teachers, and parents to participate in the competition.

To submit an entry or find more information about the 2023 Canada Games Mascot Design Challenge, including the entry form, teaching resources, and full rules and regulations, please visit 2023canadagames.ca.

Quotes

"We're thrilled to invite children from across PEI to create the official mascot for the 2023 Canada Games. Our mascot will become a national icon for our Games and will help us celebrate the beauty, warmth, and spirit of our Island. We can't wait to see the mascot come to life and encourage children, parents, and teachers to take part."

Kyle Dudley, CEO, 2023 Canada Games

"Hosting the Canada Games is an exciting time for our province and it is great that our children can be included and that their creativity can be celebrated! In the lead up to the Games, there will be many opportunities to celebrate and get involved and this is a great example. We all look forward to cheering on Team PEI in 2023!"

The Honourable Natalie Jameson, Minister of Education & Lifelong Learning

"The Public Schools Branch is excited to be part of the 2023 Canada Winter Games Mascot Design Challenge. Our students welcome this opportunity to display their creativity and be part of this monumental event. Let's go, students! Let's show Canada what we are all about!"

Norbert Carpenter, Acting Director, Public Schools Branch

"The French Language School Board of PEI strongly believes in the Canada Games promoting health through sports, within an inclusive and bilingual environment and identity in both French and English."

Patrick Bourdeau, Directeur de programmes à la Commission scolaire de langue française (CSLF)

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About the 2023 Canada Winter Games in Prince Edward Island:

As a province known for its hospitality, we're excited to welcome the 2023 Canada Winter Games to Prince Edward Island. From February 18 – March 5, 2023, the Games will bring together over 3,600 athletes, managers and coaches, across 20 different sports, for the largest multi-sport event in the country. With a forecasted economic impact of over \$100 million, the 29th edition of the Canada Games will be the largest event hosted in Prince Edward Island's history.

Surrounded by ocean, beauty and spirit, we'll welcome the best athletes in Canada to the birthplace of Canada. Together, we'll spark greatness and celebrate the power of sport and share the warmth, community, and spirit of Prince Edward Island with every corner of the country. From athletes and coaches to volunteers and fans, the 2023 Games will make every Canadian an Islander.

For more information about the Games, please visit 2023canadagames.ca.

Media Contact:

Garet Cameron

Director—Marketing, Communications & Stakeholder Relations

2023 Canada Winter Games Host Society

gcameron@2023canadagames.ca

647.819.0984