



2010 GAMES ANNIVERSARY – CELEBRATING 10 YEARS

MEMBER TOOLKIT

Ten years ago the Whistler community of adventure seekers and sports enthusiasts came together for an unparalleled opportunity on the global stage as Host Mountain Resort for the 2010 Olympic and Paralympic Winter Games. Now, it's time for the community to again pull out their red mittens, blue volunteer jackets, white torch bearer suits, and cow bells.

Tourism Whistler encourages all our Members to help share our Olympic pride as we celebrate this impressive milestone. To assist in sharing the love, we've put together some key resources to help our Members participate in the action and celebrate the Olympics.

OLYMPIC ANNIVERSARY PROGRAMMING

Whistler will celebrate the 10th anniversary of the 2010 Games this February and March with a series of programming that will revive great stories and moments through highlighting the experiences and legacies left behind from the Games. The Whistler Public Library, which was Canada Whistler Olympic House and Paralympic House during the 2010 Games, will be the central hub of celebration events along with Whistler Olympic Plaza, Whistler Olympic Park and other locations throughout Whistler.

Exact dates for event programming are **February 12 to 28 and March 12 to 21, 2020** (to coincide with the Games dates in 2010). All Olympic anniversary programming can be found at: Whistler.com/about-whistler/olympics

Have an Olympic-themed event planned? Submit your event here: members.whistler.com/forms/events/add

SOCIAL MEDIA

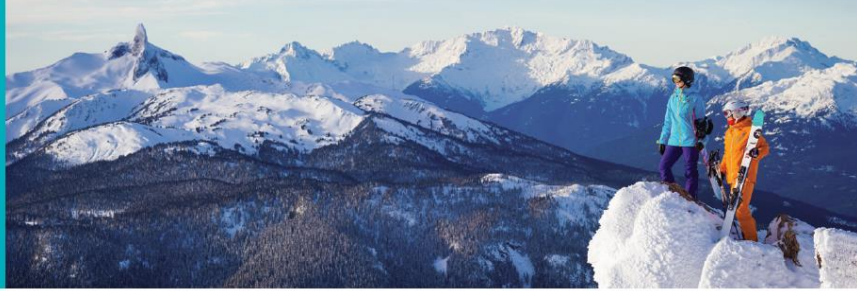
Social Media content plays a key role in connecting with online audiences and our in-resort guests. To help join the Olympic anniversary conversation through social media, we put together a few key dates and relevant hashtags.

Key Dates:

- **2010 Winter Olympic and Paralympic Games dates** — February 12 to 28 and March 12 to 21 2010. As mentioned, Olympic anniversary programming will match these dates.
- **Red Mitten Day (February 15)** — Capture your Olympic pride! Members are encouraged to wear their red mittens on February 15 and share photos using the relevant hashtags outlined below.

Relevant Hashtags:

- **#OnlyInWhistler** — The best way to share all your mountain moments, #OnlyInWhistler is the primary hashtag for Tourism Whistler's @GoWhistler social feeds.
- **#2010Memories** — Destination BC and @GoWhistler will be using the #2010Memories for all Olympic related social content.



READY TO SHARE CONTENT WITH GUESTS

Whistler.com hosts a variety of ready-to-share Olympic content:

- [The 2010 Olympic and Paralympic Winter Games](#)
- [Whistler Olympic Venues and Legacies](#) & [Experience the Olympics in Whistler](#)
- [Map for 2010 Games Experience Self-Guided Tour](#)

Whistler Insider Blog — Olympic-Themed Blogs:

- [With Glowing Hearts: Whistler Celebrates the Games 10th Anniversary](#)
- [12 Ways to Experience the Winter Games in Whistler](#)
- [How to Bobsleigh and Skeleton in Whistler](#)
- [Straight Shooting - Biathlon in Whistler](#)
- [Insider's Guide to Whistler's Olympic Legacies](#)

More Olympic-themed blog content is on the way! Be sure to check [The Whistler Insider Blog](#) regularly.

OLYMPIC IMAGES (MEMBERS ONLY)

To assist in participating in the celebratory vibe, digital assets from the 2010 Winter Olympic and Paralympic Games can be found on Tourism Whistler's Content Hub. Access the images here:

bccontenthub.com/en/downloads/2010OlympicandParalympicGamesAssets1579710256366

ADDITIONAL MEMBER RESOURCES

Tourism Whistler offers a number of resources to our members including campaign toolkits, advertising calendars, event opportunities and details, conference reports and various planning resources. Please visit members.whistler.com to discover how Tourism Whistler can assist you and your business through Membership.