



For Immediate Release
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Discover Sudbury by canoe! The Great Urban Canoe Adventure

Sudbury – In July 2011, paddlers will be drawn to the City of Greater Sudbury for a unique event. The launch of the first ever Great Urban Canoe Adventure took place today at Laurentian University's Jenö-Tehanyi Olympic Gold Pool.

The Great Urban Canoe Adventure – Saturday, July 23, 2011

Greater Sudbury will play host to the first ever "Great Urban Canoe Adventure". This 12 km adventure race will take its participants from Bell Park to the Track at Laurentian University over a course that includes 5 lakes (Ramsey, Bethel, Ramsey – South Bay, Laurentian, Bennett, Nepahwin) and 6 exciting portages. An outdoor adventure in the heart of Downtown Sudbury!

The Great Urban Canoe Adventure was created by the Canadian Francophone Games Organizing Committee, which will host a national youth competition with teams from all 13 provinces and territories this July. In addition, paddlers of all ages, levels and backgrounds are invited to partake in this unique sporting event. The community portion of the event is open to individuals 13 years of age and older. Individuals and teams could register in the singles, doubles or family categories.

Paul Lefebvre, Chair of Les Jeux de la francophonie du Grand Sudbury, is very proud to launch this event : « We wanted to create a memorable event which will make this year's Games unique while highlighting the incredible beauty of the region. We also wanted the Games to leave a legacy behind. The Great Urban Canoe Adventure can easily become an annual event. »

Jean-François Carrey, young adventure seaker, was the natural choice as spokesperson for the Great Urban Canoe Adventure. He specializes in arctic whitewater canoeing and seakayaking. He was a guide for the popular TV show Destination Nor'Ouest 1 and 2 for TVA and TFO. « In my teens, my canoe expeditions were amazing learning experiences and made me push my limits. The Great Urban Canoe Adventure will be a unique experience for the young participants of the Games' as well as for all who register to the community portion of the Adventure. Also, while they paddle, they will be discovering a rich Canadian region. »

Sudbury was not only the obvious choice for this great event due to its natural geographical qualities, but also for having proven over the last few decades that it is a world leader in environmental reclamation through its various tree planting initiatives. This city surrounded by nature creates the perfect landscape for a great adventure that takes you from city to sublime scenery in just a few strokes!



jeux de la francophonie 2011



Patrimoine canadien Canadian Heritage



Sudbury Greater Grand www.greatgrand.com





For more details and to register, please visit the new website for the Great Urban Canoe Adventure:
www.sudburybycanoe.ca

Win a one of a kind canoe and a 2 night stay on Manitoulin Island!

A beautiful canoe decorated with the Canadian Francophone Games' colors was created for the first edition of the Great Urban Canoe Adventure. You can win this gorgeous 15 foot Novacraft canoë AND a 2 night stay for two at Auberge Inn, located at Providence Bay on Manitoulin Island. The total value of the prize is \$2,550. Tickets are only \$5 or 5 tickets for \$20 and are available at the Canadian Francophone Games office. The draw will be held on Wednesday, June 29, 2011.

Bling my canoe!

Youth between 13 and 18 years of age from across the country who are members of their provincial francophone association can participate in the Great Urban Canoe Adventure in their own way. They can imagine what their perfect canoe would look like and submit their design. The winner will see his or her own design become a reality on a custom made Novacraft canoe. The canoe will then be given to the winner's school. For more details, visit www.jeuxfc.ca.

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