

Calgary Secures Exclusive Canadian Rights to Host X Games

Government of Alberta and Tourism Calgary actively commit support for Calgary to pursue hosting X Games

BY BRIDGETTE SLATER

In early March, Minister of Culture and Tourism Ricardo Miranda, Mayor Naheed Nenshi and Tourism Calgary CEO Cindy Ady announced that Calgary has secured the exclusive Canadian rights to host the X Games for a minimum three-year run.

Known as the most relevant action sports and music festival in youth culture, the X Games is an event Tourism Calgary has been actively pursuing for nearly a decade. In Calgary, X Games is being developed by Manifesto Sport Management, a Calgary-based sport marketing and management company, and Insight Productions, a Canadian broadcast production company that has produced the Juno Awards and Amazing Race Canada.

Combining action sport and an entertainment and culture festival, the X Games features the best snowboarders, freestyle skiers and entertainment in the world. With hosting concepts approved between the Calgary Stampede and WinSport Canada, this citywide event would provide an exemplary opportunity to showcase Calgary as a winter-sport city, an active city and a cultural leader in Canada.

“Hosting the X Games has long been a goal of Tourism Calgary as it would further solidify our position as Canada’s winter-sport capital and reputation as the Ultimate Host City,” says Cindy Ady. “We’re excited to continue working with our community partners to bring this event to our city.”

With the exclusive rights, Calgary would become the first Canadian host city to be added to the X Games’ growing lineup; joining a global calendar that includes Aspen, Oslo, Shanghai and Sydney.

Calgarians are Ultimate Hosts, and hosting the X Games would not only support Calgary’s growing reputation as the Ultimate Host City, it would promote significant, long-term, year-round community and economic benefits including an estimated: \$75 million in annual economic activity, 75,000 annual spectators, more than 10,000 out-of-region annual visitors and 540 jobs annually.

Calgary is targeting to host the X Games beginning in late February or early March of 2020, 2021 and 2022 subject to securing corporate sponsorship. Manifesto and Insight are currently in conversations with potential Calgary, Alberta and Canada-based corporate partners and the response from brands has been overwhelmingly positive.

Tourism Calgary proudly works with its valued partners to bring major international events to our renowned city for the benefit of visitors and Calgarians. In advance of a potential X Games in 2020, Calgary will proudly host two major events including the 2019 Canadian Country Music Awards and Country Music Week and the 2019 Grey Cup championship and festival.

To learn more about major events coming to Calgary, view visitcalgary.com. **B**