



Prince Albert 2010 Olympic Torch Relay
Community Task Force

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News Release

FOR IMMEDIATE RELEASE

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Blair Morgan named Vancouver 2010 community torchbearer for Prince Albert *Olympic Flame to arrive in Prince Albert on January 11, 2010*

PRINCE ALBERT, SASKATCHEWAN – When the Olympic Flame arrives in Prince Albert in just four weeks, it will be proudly carried by hometown boy and accomplished athlete Blair Morgan. Blair was nominated as our community torchbearer to light the celebration cauldron for the Vancouver 2010 Olympic Torch Relay.

Blair Morgan, 34, is one of the world's most celebrated and recognized professional Snocross and Motocross racers. Blair began racing in his early teens and his professional Snocross career legacy includes a world record five X-Games Gold Medals and multiple repeat Snocross World Championships. His Motocross career is just as amazing with, among other accomplishments, three National Motocross Championship titles.

Blair Morgan is widely known throughout the community and the quality of his character is best measured in the manner in which he leveraged his international celebrity, his unbridled energy and his personal volunteer time towards countless charitable projects. After suffering a career ending accident at the Montreal Supercross in 2008, Blair has continued to tirelessly support community and charity activities and is a heroic figure in the eyes of his community. Blair has also become an important symbol of hope and resilience to many having suffered serious injuries.

“We’re pleased to announce Blair Morgan as Prince Albert’s torchbearer for the Vancouver 2010 Olympic Torch Relay,” said Mayor Jim Scarrow. “This is an once-in-a-lifetime opportunity for Blair, who is one of 12,000 Canadians chosen to carry the Olympic Flame on the longest domestic torch relay in Olympic history! On January 11, we want everyone in our community to join together with other Canadians and show the world how inspired we feel by the Olympic Flame and its message of peace, brotherhood and friendship.”

To celebrate the arrival of the flame, the community is planning a great celebration at Memorial Square in downtown Prince Albert. The celebration will begin at 6:00 p.m. with a great lineup of local talent. As the Torch Relay rolls into the city, some will choose to line the streets to cheer on the torchbearers as they make their way through our community to Memorial Square. Others will gather in Memorial Square to await the Flame’s arrival. The site will be filled with interactive tents set by Coca-Cola and RBC to get the public involved in playing and learning about the Olympic Games. Entertainment by local artists will continue to fill the cool night’s air until the flame is extinguished at 8:00 p.m.

Midway through the two-hour celebration program, Blair will carry the Olympic Torch on its final 300 metres to the stage where he will light the 1.3-metre high celebration cauldron, in a move similar to the dramatic highlight of what will occur during the Opening Ceremony for the Vancouver 2010 Olympic Winter Games.

Be sure to plan to be a part of this magical and awe-inspiring moment. For a complete list of activities and events planned as part of Prince Albert's Olympic Week, please visit www.citypa.com.

For more information:

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Olympic Torch Relay Community Task Force
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