



Open Letter to the Business Community

The 2010 Olympic and Paralympic Winter Games are a massive undertaking that require the support, collaboration and contribution of all businesses and citizens if we want extraordinary success for Vancouver, British Columbia and Canada. During the Games, Vancouver, Whistler and the region will look different, feel different and operate differently, and it should! We invite the entire community to join in to create a genuinely Canadian experience.

Here are 10 ways your business can help:

LEADERSHIP... Appoint a company 'Games Champion'; a person or team of people to generate ideas, stay informed on Games news, liaise with VANOC and its partners and coordinate all company activities and initiatives.

HEROES... Thousands of local citizens have volunteered to work at the Games — they are and will be the heart and soul of the Games. Generously support them by giving them the necessary time off to volunteer, particularly in the Sea to Sky corridor where more volunteers and accommodations for them are needed.

MORE HEROES... A uniquely talented temporary workforce is required at Games time. By generously lending paid staff to VANOC, give your people a remarkable working experience and help the Games achieve great success.

THE WORK DAY... Consider shifting your daily hours of business during the Games, thereby reducing traffic in and out of the city as it fills up with guests and helping to make the city and region even more liveable, welcoming and fun.

TIME OFF... Encourage — or even mandate — vacations at Games time to help make it possible for employees to fully enjoy the Games and reduce traffic. Consider if it's feasible for your business to close entirely to celebrate the Games.

FEWER CARS... Embrace the concept of a coordinated reduction in company related vehicle traffic every day of the Games by encouraging the use of public transit, carpooling, walking and early morning truck deliveries.

WORK FROM HOME... Consider offering a work-at-home program during the Games to help significantly reduce traffic on the roads.

EMBRACE THE SPIRIT... Learn as much as you can about the Games, the athletes, the teams and especially the Canadian team. Put language skills to good use to welcome and assist visitors. Stage in-house Games celebrations. Adopt a country; be a good host. After all, the world is coming! After all, the world is coming!

SUPPORT THE ATHLETES... Support a Canadian athlete or two by contributing to Own the Podium 2010 or by sponsoring a team. Buy tickets to attend the many international winter sport events being staged to get ready for the Games.

SPREAD THE JOY... Fundraise within your organization to help ensure that those with extremely limited financial means will get a chance to experience the Games.

The world will be watching, and these Games are not about a few of us but about all of us.

John A. Furlong
Chief Executive Officer

WITH GLOWING HEARTS
DES PLUS BRILLANTS EXPLOITS