

## PAN AM DAY IN CANADA

The TORONTO 2015 Games are fast approaching, and we want you to get behind the Games and ignite the Pan Am/Parapan Am spirit in your community! **#PanAmDay** will take place from June 7-13 in communities across the country and there are many ways to be part of the action.

We encourage you to create your own Pan Am/Parapan Am activity or event to get kids moving and excited about the Games. It doesn't have to be big – all it takes is 10-15 minutes! Your event will help us celebrate the athletes, volunteers, countries, cultures and people that will transform our communities across Canada this summer and we look forward to seeing how you will ignite the Pan Am spirit for **#PanAmDay**.

### HOW TO GET INVOLVED

#### Get Social With **#PanAmDay**

Tweet or Instagram using **#PanAmDay** from June 7-13, for your sports club, community group or after school program to be featured on the TORONTO2015.org social media wall. Check out the social media wall daily to see how others are celebrating across the country! During the official broadcast on June 13, CBC will be throwing to the TORONTO 2015 social media wall to show how Canada is spreading the Pan Am spirit.

Sports clubs are encouraged to celebrate Pan Am/Parapan Am Activity Day as a way to get involved and support local community initiatives. For the younger kids we encourage the use of the **PPAKids Activity Day Kit** to get some ideas. Some suggestions include getting your athletes to create fun and unique Pan Am/Parapan Am theme cheers, or hosting mini tournaments.

Registering your participation is as simple as posting a Tweet or Instagram about your event using **#PanAmDay**, where you will be automatically registered as an official Pan Am Day participant! Want to be featured in the broadcast? Be sure to post some footage of your event in action.

#### CIBC Pan Am/Parapan Am Day in Canada

Don't forget to tune into CBC on June 13 to see the largest celebration of the Games with CIBC Pan Am/Parapan Am Day in Canada. The broadcast will feature elite sporting competitions, live events across the country and schools, sports clubs, and after school programs celebrating **#PanAmDay**.

**Let's ignite the Pan Am/Parapan Am spirit with **#PanAmDay**! We can't wait to see how you choose to celebrate.**



## AVAILABLE ASSETS

The PPAKids Activity Day Kit includes:

- Activity cards related to healthy living and sports in the TORONTO 2015 Pan Am/Parapan Am Games
- An implementation guide
- Pan Am/Parapan Am kids banner

If you wish to receive more information or a PPAKids Activity Day Kit please contact:

[ppakids@toronto2015.org](mailto:ppakids@toronto2015.org) (**please note that quantities are limited so we will be distributing on a first come first serve basis**). Alternatively, if you would like to download an online version of the Activity Kit or would like more information please visit: <http://ppakids.ophea.net/activity-days>.

## WANT TO SEE THE GAMES IN PERSON?

The countdown is on and the window to get tickets is getting smaller and smaller. Get your tickets now at [TORONTO2015.org/tickets](http://TORONTO2015.org/tickets) and secure your chance to watch some of the best athletes in the world compete in your own backyard! Don't forget, kids aged 16 or under are eligible for a 50 per cent discount on tickets purchased. And best of all, public transit to/from the venue on the day of your event is included with your ticket.

## MARKS USAGE

Anyone participating in Pan Am Day is permitted to use the Pan Am Day mark. This mark can be used on social media channels, websites or on collateral associated with your Pan Am Day event. Please follow the guidelines below to ensure proper use of the mark.

### If you elect to use the mark:

- Do not alter or distort the mark in any way (colours, proportions, shapes, etc.).
- Do not stretch or crop the mark.
- Do not use in conjunction with third-party logos — particularly logos that conflict with CIBC, the presenting sponsor of the broadcast and the Lead Partner of the TORONTO 2015 Games. To be safe, please avoid using this mark in close proximity to any logo other than your own.
- Do not use for commercial purposes (your Pan Am Day event should not be used for commercial gain and the mark cannot be used in paid advertising to promote your events).
- Display on a solid coloured background (preferably white).

## TORONTO 2015 Games Marks and Trademarks

To respect the rights of official TORONTO 2015 partners, participants in Pan Am Day are not permitted to use official Games trademarks. If you are an official sponsor or partner participating in Pan Am Day, you are permitted to use your Games marks in conjunction with the Pan Am Day mark; however, you must request TO2015's approval via the regular approval process.

## CONTACT INFORMATION

For more information on Pan Am Day, please visit [TORONTO2015.org](http://TORONTO2015.org) or contact [ppakids@toronto2015.org](mailto:ppakids@toronto2015.org)