



In February 2010, the world will come to Canada when British Columbia hosts the Vancouver 2010 Olympic Winter Games. You entered the sport tourism industry for just this type of opportunity. Jet Set, the official hospitality provider of the Canadian Olympic Committee, has tasked you and your team of travel consultants with the job of creating the ultimate youth travel package for the Vancouver 2010 Olympic Winter Games.

Your team must create an action-packed tour package that features the natural and cultural highlights of Canada's most beautiful city and the chance to see Canada's best athletes go for gold. With only months to go before the Vancouver 2010 Olympic Winter Games, you must act fast to produce a travel package brochure.

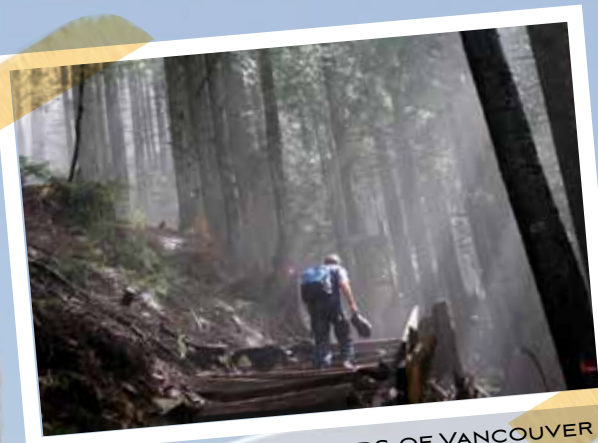


SCHOOL PROGRAM
PROGRAMME SCOLAIRE

PRESENTED BY
PRÉSENTÉ PAR



DESTINATION VANCOUVER WHISTLER



EXPLORING THE WILDS OF VANCOUVER

THE NEXT BEST THING TO COMPETING
IN AN OLYMPIC GAMES IS WATCHING
THE OLYMPICS GAMES...ESPECIALLY IF
YOU CAN DO THAT IN PERSON.

The last time that Canada hosted the Olympic Winter Games, Calgary 1988, it was one of the greatest Olympics of all time. So you won't want to miss a chance to see Canada's repeat performance in Vancouver in 2010.

It might seem easier to put together a tour for a familiar Canadian destination but don't be fooled. Anita Martin books Olympic travel for Jet Set sports.

"The Games have never been to this part of Canada before, so even people who have been to Vancouver will see it in a completely different light. In addition to the sporting events there are lots of great natural and cultural sites to visit. It's a great mix."

The Winter Games are much smaller than the summer Games, so every event is in high demand.

Tour companies have a better chance of getting tickets than a person traveling on their own, but they have to be careful to distribute these among a variety of tour packages.

"Hockey, Alpine Skiing and Figure skating are the big three. Gold medal finals in all sports are also popular," Anita says. "We make sure that our all our packages contain at least 75% of those big events. We fill in the rest



RICHMOND

First inhabited by the Coast Salish people and European settlers, today Richmond is a dynamic, multi-ethnic community and home to the spectacular Richmond Oval. Expected to be one of the most stunning Olympic venues, this visually impressive building will serve as host to the speed skating event in February 2010.

The Richmond Oval houses a 400-metre track within the new 750-square-metre facility. Key design elements include a state-of-the-art ice plant with superior air quality and climate controls. The spectacular roof structure has been constructed from BC wood, including wood damaged by pine beetle infestation.

During the Games, the City will be transformed into an amalgamation of Olympic spirit, community pride, art, excitement and fun. Every inch of the City will be alive with activity, as international visitors join the citizens and volunteers in celebrating the 2010 Olympic Winter Games.





ENDLESS CULTURES TO EXPLORE.

with tickets to preliminary events and less in-demand sports such as biathlon.”

Anita also suggests not packing too much in each day. One sport a day and one non-sports event a day might be plenty. Make sure you do your research to offer the best mix possible. And make sure your plans are physically possible.

“Logistics will be key. Have a map of the city in front of you so you know how far apart things are. Also, have a schedule of events in front of you as well. One odd thing about these games is that many of the big events are on at the same time.”

Budget plenty of time into each day for transportation. If you plan to visit a curling match in the morning and a hockey game in the afternoon, leave about two hours in between. That includes leaving one place, getting to the next, going through security and maybe eating as well.

“The last thing you want to have is a situation where you show up late and leave early in order to make your next bus. Why bother going if you have to miss the action?”

One other thing to bear in mind is that some of the big events are downtown in Vancouver, but others are many kilometers away in the mountains, in Whistler.



WHISTLER

Nestled in the Coast Mountains, only 40km inland from the Pacific Ocean, and 120km from Vancouver, the Resort Municipality of Whistler is a sports enthusiast’s playground with snowy winters and beautiful summers. Whistler is consistently ranked as one of the best ski resorts in North America.

The Whistler Sliding Centre will host Bobsleigh, Luge and Skeleton competitions at the Vancouver 2010 Olympic Winter Games and will also serve as a legacy for the enjoyment of local residents, visitors and high-performance athletes. The Olympic Alpine skiing events will be held at Whistler Creekside, a regular host of International Ski Federation (FIS) World Cup competitions. Cross-country skiing, Biathlon, Nordic combined and Ski jumping will all be held at the Whistler Olympic Park.

Come February 2010, Whistler will be bustling with visitors from around the world, all coming to watch our Canadian athletes reach for gold.



DESTINATION VANCOUVER WHISTLER



VANCOUVER'S NORTH SHORE MOUNTAINS



ENTER VANCOUVER'S CHINATOWN

"If you decide to plan a visit to Whistler, make sure you budget a whole day. During the Games the highway to the Whistler will be closed to private vehicles, so you will have to allow sufficient time for public transit to the event. This could take up to three hours to get there and three hours to get back. That doesn't leave a lot of time to do anything else if you want to see a sporting event there."

In a short tour, you might want to set aside all the time in Vancouver, but still offer the mountain experience. There are options for that as well.

"In a short tour, it might be a better bet to see the mountain events that are closer to downtown. Cypress Bowl is a much shorter bus ride away on the north shore. It's hosting the freestyle skiing events."

There are also plenty of non-sporting activities in the nearby mountains. There's the Capilano Suspension Bridge, a trip up Grouse Mountain by ski lift, and other great attractions that are available via public transit. Grouse Mountain will be offering 24 hour-a-day skiing during the Games.

"We often make sure there's about 20 percent free time every day for people to do their own thing."

Vancouver is easy to get around by transit or foot so you can do a lot outside of the scheduled events."

While many will focus on the sports, the Vancouver 2010 Cultural Olympiad will feature everything from visual art to big-name performers. The complete schedule is available at www.vancouver2010.com under Culture and Education. There will also be nightly celebrations and medal ceremonies in both Whistler and Vancouver.

The bottom line is that more you want to include the more expensive it will get. So you have to know your price range before you decide what fits in your package. Cheaper packages cost about \$2000 per person, but throw in complete ticket, transportation, meals and accommodation and you could easily hit \$10,000 a person.

"Transportation might be the easiest thing to cut for a budget package. Teenagers especially can manage the transit in Vancouver. Accommodations will be very expensive. You can cut that from a package, but it will be hard to find cheaper places to stay."

A great Olympic Games tour offers a varied mix of sports, cultural festivities, scenery, shopping, and sleep. The key is balance and not over-scheduling. A creative tour will give your customers memories that will last a lifetime.





WHEN JET SET HIRED YOUR TEAM, THE INSTRUCTIONS WERE CLEAR: CREATE A TOUR TO THE VANCOUVER 2010 OLYMPIC WINTER GAMES THAT WILL EXCITE CANADIAN YOUTH.

The Vancouver 2010 Olympic Winter Games will be in your own country and you are part of a team of travel experts in charge of designing a brochure for the winter's hottest youth travel package. The travel package that you create will be the tour of a lifetime and will profile the best Canadian medal hopefuls and the classic sites and cultural activities in one of the most beautiful natural settings in the world.

To guide this initiative, Jet Set has done extensive market research to determine what Canadian youth would feel is an ideal trip to the Olympic Winter Games. Their findings are presented in the Research Results Table.

Use the market research data to the right to determine which Olympic events to include in the package. With Canada's goal of leading the medal count, research our Canadian medal hopefuls and plan the viewing schedule accordingly.

Based on available airline, rail or bus tickets, your package can span any seven days in February 2010 as long as five of those are during the Vancouver 2010 Olympic Winter Games.

Vancouver is one of the most scenic spots in the world. As a result, Jet Set insists that you arrange the package to include a variety of cultural, culinary and nature-loving experiences.

Your previous market research has found that youth travelers enjoy exploring the backstreets of a city and "everyday life."

Thought will need to be given to safety and specifically on how to enable the participants to explore the streets of Vancouver and visit such cultural hotspots as Chinatown and the North Shore Mountains. Don't forget the great theatre, art and cultural events that will take place during the Games.

Try to fit in a visit to the events and breathtaking scenery of Whistler. But be sure to factor in variables like travel, limited accommodation and weather.

How many Olympic competitions would I like to see?

3 - 5	22%
6 - 8	64%
9 - 11	14%

I would like to see...

Team sports	42%
Individual sports	85%
Sports that are new to me	56%
Sports where Canada is expected to medal	71%
Sports where another country I love is expected to medal (be specific)	97%
Popular high school varsity sports	78%

I want to experience the city by...

Visiting well-known sites	89%
Tasting different cuisine	91%
Shopping	100%
Seeing displays of art	75%
Hearing musical concerts	83%
Visiting parks and gardens	74%
Visiting museums	26%
Attending the Vancouver 2010 Cultural Olympiad	34%

To attend the Vancouver 2010 Olympic Winter Games, expect to pay...

Less than \$2,999	17%
More than \$3,000 - \$6,999	69%
More than \$7,000	14%



Premier National Partner
Grand partenaire national



RESEARCH RESULTS TABLE

Jet Set wants to include a section on youth travel tips in the brochure. This should include weather (Vancouver can be warm and rainy, while Whistler is blanketed in snow), Internet access information, and some key points of interest, such as where to shop and dine. Vancouver is world-renowned for its food and shopping – it can be expensive, but well worth it. One of the greatest challenges will be ground transport. While it is important to make this tour an experience of a lifetime, it is also critical not to overbook. Traffic is expected to be heavy and transportation between sites will likely be slower than normal. Ensure that the itinerary provides adequate transit time between activities, as Jet Set will have to compensate all travelers who miss a scheduled event due to ground transit delays. Adequate time for sleep and meals must also be taken into consideration.

Arrange for five full days in Vancouver above and beyond flight times. You and your team of travel consultants need to produce a brochure that will clearly lay out this travel package and promote this trip of a lifetime!




‘Illanaaq’ (Inuktitut for “friend”) is the Inukshuk inspired logo representing the Vancouver 2010 Olympic Winter Games. An Inukshuk is a traditional stone marker used by the Inuit to guide their way across the sometimes featureless Arctic.




EXPERIENCE VANCOUVER

Vancouver is a city of many different experiences. You can ride a bike along the sea wall in the morning and go skiing on Mount Seymour, Cypress or Grouse Mountain in the afternoon. There’s no questioning the natural beauty of the city. It’s perennially named one of the most livable cities in the world.

If you can swing it, arrange a trip aboard a ferry to a nearby island, or even a full day trip to Vancouver Island to sightsee in Victoria, the provincial capital.

As a port city, Vancouver has welcomed many cultures. Its Chinatown is one of the largest and most vibrant in North America. A vast East Indian cultural presence contributes to Vancouver’s ethnic diversity.

The city started off as a forestry town and transportation hub. Historic Gastown echoes back to these times. The city has now grown to be one of the most artistic and diverse cities in Canada. The moving theatre, fantastic food and enriched culture and shopping highlight the exciting sites and sounds Vancouver has to offer.

Many popular bands come from this part of the world, and there’s always music happening to suit everyone’s tastes.

Vancouver also maintains strong connections to its aboriginal past. The native art and culture in the lower mainland are intertwined throughout the texture of the city. Visit the longhouse at the University of British Columbia and the many museums that celebrate this history.

ROLE OF THE COC

The Canadian Olympic Committee is a national, private, not-for-profit organization committed to sport excellence. It is responsible for all aspects of Canada’s involvement in the Olympic Movement, including Canada’s participation in the Olympic and Pan American Games and a wide variety of programs that promote the Olympic Movement in Canada through cultural and educational means.

Canada has many medal hopefuls in the Vancouver 2010 Olympic Winter Games. As a nation, Canada is aiming to own the podium in 2010, winning more medals than any other country.



Premier National Partner
Grand partenaire national



TRAVEL PACKAGE CHECKLIST

- Consult the research
- Create an itinerary for seven days in Vancouver
- Olympic events
- Cultural activities
- Accommodation
- Transportation and travel time between activities
- Meals
- Sleep
- Determine price, excluding flight
- Travel tips & considerations (safety, transportation)
- Design and create the brochure
- Be creative, have fun and make sure your plans are realistic!



AS YOU KNOW, TRAVEL REQUIRES CONSIDERABLE PLANNING, ESPECIALLY WHEN YOU ARE PLANNING IT FOR OTHERS! YOU WILL NEED TO PLAN YOUR TIME WISELY TO MEET THE DEADLINE FOR PRODUCTION OF THE FINAL PACKAGE AND BROCHURE.

YOU WILL NEED TO:

IDENTIFY A PROJECT LEADER – Identify a leader on your team that will oversee the entire project. This person should be open and willing to work with your entire team to complete this task.

DESIGNATE EXPERTS – When researching travel options in Vancouver, you will need to designate experts for particular areas. You will need to identify your strengths and divide the work up to successfully accomplish this task. Depending on the number of people in your group, your workloads and areas of responsibility will vary. You may want to have individuals tasked to lead research, design and brochure layout, sport, culture and additional activities and logistics for things such as transportation, accommodation and tickets.

DEVELOP A TASK TIMELINE – Note the due date for submitting your final travel package brochure. Using the Tour Planning Development Outline, develop a timeline that indicates how long you have to do your research, create your itinerary and travel package and design and develop your brochure in time to submit your project on its due date.

RESEARCH – Research the Vancouver 2010 Olympic Winter Games competition schedule, medal hopefuls, cultural sites, accommodation, and transportation and select the seven-day time period for your travel package. Then task your team of experts to identify your best options for sport, culture and other activities in and around Vancouver. The quality of your research impacts the quality of your tour package and its value.

MAP OUT YOUR ITINERARY – Once you have selected your optimal travel window, start to schedule your events. Use the Tour Itinerary to help draft your tour and manage your options. Make sure to consult the Research Results Table in order to develop the most attractive tour package for Canadian youth.

CREATE YOUR BROCHURE – Make your tour come to life through the development of a travel brochure. Remember, you have been hired because your employer has heard of your creativity and skills at brochure layout. Make them proud!



Premier National Partner
Grand partenaire national



TOUR ITINERARY

TIME/DAY	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
6:00 – 7:00							
7:00 – 8:00							
8:00 – 9:00							
9:00 – 10:00							
10:00 – 11:00							
11:00 – 12:00							
12:00 – 13:00							
13:00 – 14:00							
14:00 – 15:00							
15:00 – 16:00							
16:00 – 17:00							
17:00 – 18:00							
18:00 – 19:00							
19:00 – 20:00							
20:00 – 21:00							
21:00 – 22:00							
22:00 – 23:00							
23:00 – 0:00							
0:00 – 1:00							
1:00 – 2:00							
2:00 – 3:00							
3:00 – 4:00							
4:00 – 5:00							
5:00 – 6:00							

COORDINATING A BUSY TRAVEL SCHEDULE REQUIRES AN ORGANIZED ITINERARY.
 Use this outline to help plan your time and ensure that you incorporate all the sites and events that your team intends to include in the tour. Fill in the blocks for each time period indicating location and event/activity. Use symbols and colours to keep your schedule clear.



Premier National Partner
 Grand partenaire national



TOUR PACKAGE DEVELOPMENT OUTLINE

Project Leader: _____

Group Members:

Primary Roles:

Date Assigned: _____

Project Due Date: _____

TASK	START DATE	END DATE	RESPONSIBILITY		NOTES
			TASK LEAD NAME	TASK SUPPORT NAMES	



Premier National Partner
Grand partenaire national

TEACHER RESOURCES GUIDE



STEVE PODBORSKI,
ASSISTANT CHEF DE MISSION,
OLYMPIAN



Premier National Partner
Grand partenaire national

GENERATE DISCUSSION –

Take the time to introduce your students to the concept of travel.

1. If you had a 17-year-old guest staying at your house from out of town, where would you take them to show off your region and why? What if your guest was an adult? What sort of place would you show both of them? What sort of place would you show one person but not the other and why?
2. What are some of your favourite activities to do when travelling?
3. If you could travel to any of the following Olympic cities, where would it be and why? Describe the things you would do there.
Nagano, Japan
Sydney, Australia
Salt Lake City, USA
Athens, Greece
Torino, Italy
Beijing, China

GROUP DYNAMICS – Group work can be a fun adventure. Plan your groups accordingly. Depending on the abilities of your students, you may want to plan set meetings to touch base on group progress. There are many content pieces to keep track of within the context of this project. To maximize task

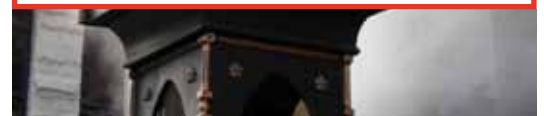
clarity and role responsibility, outline and facilitate use of the Tour Itinerary and Tour Package Development Outline accordingly.

RESOURCES – Access our Olympic Library at www.olympicschool.ca for complementary resources for your student's research on Vancouver, the Olympic Games and youth travel.

COMMUNITY EXPERTS AND RESOURCES – Engage your community resources and experts. Consult a travel agency in your neighbourhood to come in and speak on what to consider when traveling abroad, booking youth travel and designing effective brochures.

**TIPS FOR CREATING A BROCHURE**

1. **Think about your target market –** Encourage your students to think about their target market. In this case, it is Canadian youth. Challenge them to think about what would attract them to a travel package and fill it with activities they feel would be interesting for Canadian youth.
2. **Balance –** Have your students strike a balance between visual images and written content. Encourage them to create a brochure that is very comfortable for the reader to look at by creating a logical progression and flow through their brochure.
3. **Be concise –** It's a very fine line between providing a suitable amount of information and too much information. Your students want their consumers to be able to look at their brochure and understand clearly what the package includes. Use headlines that draw attention. Using too much **BOLD** and *italicized* lettering can make for a busy and somewhat overwhelming experience to read (and to mark). Challenge your students to be mindful of the significance of using various headings in their brochure.
4. **Be original and be creative –** Ask your students to think carefully about the content they want to deliver. Delivery of that content should be placed in a logical sequence. Being creative in their itinerary and planning will generate an interesting and creative brochure as well.



Premier National Partner
Grand partenaire national



EVALUATION RUBRIC

	Not Yet Meeting Expectations	Minimally Meets Expectations	Fully Meets Expectations	Exceeds Expectations
Design of Tour Package	<ul style="list-style-type: none"> Tour package does not reflect market research findings detailed in project background. Tour package shows no evidence of research of Canada's medal hopefuls, the Olympic Games schedule, or cultural/historical sites. Package components not suited to Canadian youth. 	<ul style="list-style-type: none"> Tour package reflects some parts of market research findings detailed in project background. Tour package shows minimal evidence of research of Canada's medal hopefuls, the Olympic Games schedule, and cultural/historical sites. Package components demonstrate some understanding of Canadian youth travel needs. 	<ul style="list-style-type: none"> Tour package reflects market research findings detailed in project background. Tour package shows evidence of research of Canada's medal hopefuls, the Olympic Games schedule, and cultural/historical sites. Package components not suited to Canadian youth. 	<ul style="list-style-type: none"> Tour package reflects advanced research findings detailed in project background. Tour package shows evidence of exceptional research of Canada's medal hopefuls, the Olympic Games schedule, or cultural/historical sites. Package components chosen to meet needs and interests of Canadian youth.
Brochure Content	<ul style="list-style-type: none"> Ideas are not presented clearly and coherently. Presentation uses generalities and inaccuracies. Writing is simplistic, flat and lacks originality. Presentation strays from topic assigned. Language choice indicates a lack of understanding of audience. 	<ul style="list-style-type: none"> Ideas are presented with some coherence. Main points are present, but not always obvious to audience. Writing uses some variation and colour. Presentation stays on topic. Some supporting facts are presented, but lack appropriate level of detail. Language choice indicates limited understanding of audience. 	<ul style="list-style-type: none"> Ideas are presented clearly and coherently. Main points are clearly articulated. Writing shows original thought and expression. Words are used to create images that sell the package. Supporting facts are effectively used with appropriate detail. Language choice indicates understanding of audience. 	<ul style="list-style-type: none"> Ideas are presented clearly and concisely with creativity and professionalism. Main points are clear and well explained. Writing shows imagination, originality, and skilful use of language. Words are used effectively to create images. Supporting facts are skilfully presented to enhance the appeal of the package to potential travellers. Language choice is concise and indicates advanced understanding of audience.
Brochure Design	<ul style="list-style-type: none"> Layout is cluttered, confusing, and does not use spacing, headings and subheadings to enhance the readability or visual appeal. Graphics are unrelated to the content. Graphics are distracting decorations that create a busy feeling and detract from the content. Font usage, text layout and design is inconsistent, varying throughout the document. 	<ul style="list-style-type: none"> Layout shows some structure, but appears overly cluttered, or distracting with large gaps of white space or uses a distracting background. Some of the graphics seem unrelated to the topic/theme and do not enhance the overall concepts. Graphics lack the necessary level of sophistication to enhance the brochure. Brochure design is mostly consistent. 	<ul style="list-style-type: none"> Layout shows structure and thoughtful design. The use of space makes the brochure readable and visually appealing. Graphics are related to the topic/theme and enhance the overall concepts. Graphics demonstrate a level of sophistication. Brochure design creates a common visual theme. 	<ul style="list-style-type: none"> Layout shows exceptional use of space, design, colour. The brochure readable and visually stunning. Graphics support the topic/theme and build the overall concepts. Graphics demonstrate a level of sophistication, creativity and understanding of the project. Brochure design creates a common visual theme that supports the written text.



Premier National Partner
Grand partenaire national



BRITISH COLUMBIA/YUKON TERRITORY

Language Arts 6 & 7

- Write a variety of clear, focussed **personal writing** for a range of purposes and audiences that demonstrates connections to personal experiences, ideas, and opinions
- Write a variety of effective **informational writing** for a range of purposes and audiences that communicates ideas to inform or persuade,
- Create meaningful visual representations for a variety of purposes and audiences that communicate personal response, information, and ideas relevant to the topic

Language Arts 8

- Write purposeful **information texts** that express ideas and information to explore and respond, record and describe, **analyse** and explain, persuade and engage.
- Create thoughtful **representations** that communicate ideas and information

Social Studies 6

- Assess diverse concepts of Canadian identity
- Assess the relationship between cultures and their environments

Social Studies 7

- Compile a body of information from a range of sources

Social Studies 8

- Gather and organize a body of information from primary and secondary print and non-print sources, including electronic sources
- Interpret and evaluate a variety of primary and secondary sources

ALBERTA/NORTHWEST TERRITORIES

English Language Arts 6, 7 and 8

- Manage ideas and information
- Enhance the clarity and artistry of communication
- Respect, support and collaborate with others

SASKATCHEWAN

Social Studies 6

- Examine the social and cultural diversity that exists in the world, as exemplified in Canada and a selection of countries bordering the Atlantic Ocean.

Language Arts 6

- Select and use the appropriate strategies to communicate meaning before (e.g., identifying purpose and audience), during (e.g., acknowledging sources), and after (e.g., revising to enhance clarity) speaking, writing, and other representing activities.

Language Arts 7

- Create various visual, oral, written, and multimedia (including digital) texts that explore identity (e.g., Exploring Thoughts, Feelings, and Ideas), social responsibility (e.g., Taking Action), and efficacy (e.g., Building a Better World).

Social Studies 8

- Know that culture is learned and is ever changing.
- Demonstrate sensitivity toward, and appreciation for, all cultural groups.
- Know that the many roles an individual plays in society influences his/her identity as a person, as a member of his/her culture and as a citizen.

Language Arts 8

- Create and present a group inquiry project related to a topic, theme, or issue studied in English language arts.

Social Studies 9

- Appreciate cultural development as a process that occurs over time.
- Know that cultural changes have numerous causes and effects.
- Appreciate that all changes have causes and effects.
- Know that different cultures have different world views regarding the causes and effects of various events and phenomena.

MANITOBA

Social Studies 6

- Describe characteristics that define Canada as a country
- Give examples from the arts and media that are expressions of Canadian culture and/or identity.
- Give examples of Canada's connections to other regions of the world.

Language Arts 6

- Engage in exploratory communication to share personal responses, make predictions, and discover own interpretations.



Premier National Partner
Grand partenaire national



- Discuss own and others' understanding of various community and cultural traditions in various places and times as portrayed in oral, literary, and media texts [including texts about Canada or by Canadian writers].

Social Studies 7

- Appreciate the diversity of the global natural environment.

Language Arts 7

- Compare own and others' insights and viewpoints.
- Identify or invent personally meaningful ways of organizing ideas and information to clarify and extend understanding.

Social Studies 8

- Give reasons why societies may stay the same or change over time.
- Appreciate the importance of history in understanding the contemporary world.

Language Arts 8

- Compare own and others' insights and viewpoints.
- Plan and facilitate small-group activities and short, whole-class sessions to share information on a topic using a variety of engaging methods [such as mini-lessons, role-plays, visual aids...].

ONTARIO

Language 6, 7 and 8

- Generate, gather, and organize ideas and information to write for an intended purpose and audience;
- Draft and revise their writing, using a variety of informational, literary, and graphic forms and stylistic elements appropriate for the purpose and audience;
- Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques;

Social Studies and Humanities 8

- Describe the characteristics of different types of economic systems and the factors that influence them, including economic relationships and levels of industrial development.
- Compare living and working conditions, technological developments, and social roles near the beginning of the twentieth century with similar aspects of life in present-day Canada.

QUEBEC

General Geography

- Aim to emphasize Human and Physical Environments.
- Teach respect for the environment.

ATLANTIC CANADA

Language Arts 6-8

- Students will be expected to interpret, select, and combine information using a variety of strategies, resources, and technologies
- Students will be expected to communicate information and ideas effectively and clearly, and to respond personally and critically.
- Students will be expected to use a range of strategies to develop effective writing and other ways of representing, and to enhance clarity, precision, and effectiveness

NEW BRUNSWICK

Social Studies 8

- Recognize that culture is dynamic and shaped by many forces.

Social Studies 9

- Compare and analyze how culture is preserved, modified and transmitted.
- Explain how economic factors affect people's incomes.
- Explore the factors that influence one's perceptions, attitudes, values and beliefs.

World Issues 120

- Acquaint students with the forces that have combined to create the global village.

NEWFOUNDLAND/LABRADOR

Social Studies 8

- Study various cultures and learn that all people in the world have similar needs and that we develop a variety of ways of meeting these needs.
- Learn about the impact of religion, ideology, economics, politics, and technology and significant events on life in different cultures.
- Learn about different types of cultures that make up the world community.

Social Studies 9

- Learn about possible developments that could have an impact on the world.



Premier National Partner
Grand partenaire national



SCHOOL PROGRAM
PROGRAMME SCOLAIRE

The Canadian Olympic School Program wishes to thank and acknowledge the contributions of the following people. Without their efforts and creativity, this project would not have been possible.

ACKNOWLEDGEMENTS

Kevin Sylvester – Story Writer
Andy Maier – Graphic Designer

Background Piece Writers:

Bruce Deacon
Ayisha Karim
Lisa Wallace

The Canadian Olympic School Program was developed by:

David Bedford
Bruce Deacon
Riley Denver
Isabelle Hodge
Jeff Jurmain
Ayisha Karim
Steve Keogh
Erin McLean
Kathrin Mertens
Lisa Wallace



The Canadian Olympic Committee thanks RBC Financial Group for their generous support of the Canadian Olympic School Program. Specifically, we would like to acknowledge the contributions of Josh Epstein, Jacqueline Harkness, and Jacqueline Ryan.

