



Friday, January 27th 2017

Subject: Launch of the Selection Process for the Host Municipality of the 41st "Finale des Jeux de l'Acadie" in 2020

Dear Municipal Officials,

On behalf of La Société des Jeux de l'Acadie (SJA), this is to advise your council that the selection process will soon begin for the host municipality (or group of municipalities) of the 41st "Finale des Jeux de l'Acadie" to be held in 2020.

You are no doubt aware that the "Finale des Jeux de l'Acadie" is a major event for the municipality or group of municipalities selected to welcome the Acadian youth participants. In fact, more than 1,100 athletes are expected to converge in June 2020 on the municipality chosen to host the 41st "Finale des Jeux de l'Acadie." The numerous economic, social, technical and other spin-off benefits generated by the "Finale des Jeux de l'Acadie" make it a showcase event with immeasurable positive impact on the communities responsible for hosting it. A study of the tourism and economic impact of the "Finale des Jeux de l'Acadie" has demonstrated that some 27,000 visitors attend the various sports competitions and generate economic spin-off benefits totalling more than \$1.2 million for the host municipality and an additional \$400,000 for the host province as a whole. Far beyond this economic impact, however, the social impact of hosting the games cannot be understated in terms of fostering and promoting the volunteer culture that develops throughout the community along with the awareness that when we work together, we can achieve anything!

An important information session will be held on **Sunday, April 2nd, 2017, at 1:00 p.m. at the main office of the SJA located at 702 Principal Street, Suite 210, Petit-Rocher, NB.** The objective of this information session, which is **mandatory** for all municipalities seeking to apply for selection to host the 2020 "Finale des Jeux de l'Acadie," is to provide the management team of La Société des Jeux de l'Acadie an opportunity to present the parameters and criteria that have been defined for the process of selecting the host municipality.

Municipalities interested in taking part in this information session are asked to **confirm their attendance by**

PRÉSENTATEUR



Caisses populaires
acadiennes

plus haut, plus loin, ensemble

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Partenaires MAJEURS



acadienouvelle
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Fondation des
Jeux de l'Acadie

ICI acadie

Partenaires OR

Bell Aliant
Jeunesse Canada au Travail

Partenaires GOUVERNEMENTAUX



completing the enclosed form and returning it to our office via e-mail or fax by Monday, March 27th, 2017. Municipalities confirming their attendance in this manner may send up to three (3) representatives to the information session. Municipalities applying as a group may send a total of up to five (5) representatives to the session on behalf of their group. It is important to note that attending the information session is not binding in any manner whatsoever on any municipality.

Municipalities seeking to proceed with application to host the games will have until Friday, May 6th, 2016, to confirm their intention. They will then have until Friday, June 23rd, 2017, to prepare and submit their application to the SJA.

A screening committee formed by the SJA will conduct a thorough evaluation of all applications in September and October 2017. This evaluation will include a review of the application documentation, a meeting with the provisional committee of each municipality and visit to each site.

In October 2017, at the banquet of the Annual General Meeting of La Société des Jeux de l'Acadie, the name of the municipality selected to host the 41st "Finale des Jeux de l'Acadie" in 2020 will then be announced.

On behalf of the SJA, I consequently encourage your municipal council to seriously consider entering your municipality's name into the selection process to be the host municipality of the 41st "Finale des Jeux de l'Acadie" in 2020. This selection process is a rewarding exercise in itself that we highly recommend.

We look forward to seeing you at the information session on **April 2nd 2017**, when we will be pleased to review the various aspects of the selection process and to answer any questions you may have in this regard.

For additional information, please contact Mrs Mylène Ouellet-LeBlanc, Executive Director of La Société des Jeux de l'Acadie, at 506-783-4207 or by e-mail at sjadg@nb.aibn.com.



Guy-Laine Legacé

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