

FOR IMMEDIATE RELEASE
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CANADA PLACE TO DEFINE CANADIAN IDENTITY

Our Canada campaign asks Canadians why they love Canada

Vancouver, BC – Canada Place is on a mission to discover Canada's current national identity and is asking Canadians from across the country why they love Canada. Canada Place will reveal the top three themes of the Canadian identity, as determined by Canadians, on July 1, Canada Day, 2009.

"We know Canadians are proud of their country and we're starting a national conversation to uncover what defines us as Canadians," said Mike Shardlow, President & CEO, Canada Place Corporation. "Since our inception at Expo '86, Canada Place has been a symbol of national pride and now we're calling on the Canadian people to tell us what they love about Canada."

Canadians can share what they love about Canada by visiting www.canadaplace.ca/ourcanada or texting 604-767-9990. All submissions will be reviewed by Canada Place and a panel of high-profile Canadians who will assist in identifying the top three predominant themes, drawn from all submissions, to make up Canada's current national identity.

Canada Place is also inviting Canadians to upload photos of their Canada onto Flickr and tag the images with "Our Canada". Uploaded photos may be used by Canada Place in future campaigns and on its website.

"I love Canada because, simply put, it is the greatest place in the world to live and call home," said James Moore, Minister of Canadian Heritage and Official Languages. "What Canadians have built over generations is a strong and vibrant democracy based on great institutions and energized by freedom, respect for one another and an enthusiasm for the future."

Canada Place will be collecting responses on its website until June 21, 2009. The announcement will take place in Vancouver on July 1 during the *Canada Day at Canada Place* celebration. To submit why you love Canada and help discover Canada's 2009 identity, go to www.canadaplace.ca/ourcanada or text 604-767-9990.

Follow Our Canada on Twitter (@our_canada) or become a Fan of Our Canada on Facebook.

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EDITOR'S NOTE: Interviews available with Hon. James Moore, Minister of Canadian Heritage and Official Languages

ABOUT CANADA PLACE:

Located in the heart of Vancouver's downtown harbour front, Canada Place generates over \$1 billion per year in economic activity and is the inspiring national landmark welcoming local residents, visitors and ships to the

West Coast. Canada Place Corporation is the owner of Canada Place, and is the coordinating landlord for the organizations at Canada Place including the Pan Pacific Hotel, Port Metro Vancouver Cruise Ship Terminal, CN IMAX Theatre, World Trade Centre and the Vancouver Convention Centre East Facility. Canada Place Corporation also hosts a number of marquee annual community events including Canada Day and Christmas at Canada Place. Canada Place will be home to the Main Press Centre, which is part of the Main Media Centre for the 2010 Olympic and Paralympic Winter Games. www.canadaplace.ca.