



NEWS RELEASE

City of Yellowknife

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City of Yellowknife announced as Rick Hansen 25th Anniversary Celebration Community Difference Makers in Yellowknife to be recognized on January 23, 2012

City of Yellowknife – Twenty-five years to the date of his Man In Motion World Tour commencing its historic cross-Canada journey back to British Columbia, Canadian icon Rick Hansen will continue his dream of a healthier and more inclusive world with the Rick Hansen 25th Anniversary Relay. Beginning on August 24, 2011 in Cape Spear, Newfoundland and Labrador, the 25th Anniversary Relay will retrace the Canadian segment of the original Tour. With the goal of reaching and engaging as many Canadians as possible, select Canadian communities outside the Relay will have a special opportunity to create community-based events and celebrations to recognize local heroes in the community who are making a difference in the lives of others – including those from the City of Yellowknife on January 23, 2012.

With his 25th Anniversary Relay, one man in motion will be represented and celebrated by many in motion; as 7,000 participants from across Canada who have made their own difference in the lives of others will pass the singular Rick Hansen Medal – designed by the Royal Canadian Mint – from one participant to the next, as the Relay makes its way across Canada. For a number of communities that were not on the original Man In Motion World Tour route, the Rick Hansen Foundation will partner with local municipalities to recognize local difference makers at celebratory events, whereby these individuals will be passed the Rick Hansen Medal, and will also receive the replica medal from the Royal Canadian Mint which all 7,000 Relay participants will receive.

“When I carried out my Man In Motion World Tour 25 years ago and wheeled across Canada for the final 12,000 kilometres I felt the support of all Canadians – whether in-person or symbolically,” said Rick Hansen, President and CEO of the Rick Hansen Foundation. “The goal of our 25th Anniversary Relay is to inspire a new generation to make a difference and reach as many Canadians in communities across the country. We are very excited to have the City of Yellowknife involved in our 25th Anniversary, and for all Canadians to join me in my vision of a healthy and more accessible world.

Mayor Gordon Van Tighem asks “Do you recall Rick’s first world tour? What did you feel? Bet you never thought he would bring his Tour to Yellowknife. It is certainly exciting that on this, the 25th Anniversary of the Rick Hansen Man in Motion World Tour we have the opportunity to greet Rick, let’s give him the warmest of Yellowknife greetings in January.”

The Rick Hansen 25th Anniversary Relay will travel to Yellowknife on January 23, 2012. Information on how to be a part of a Community Celebration will be available on www.RickHansenRelay.com or www.yellowknife.ca closer to the Celebration Community's date.

25th Anniversary Relay Fast Facts:

- Begins on August 24, 2011 in Cape Spear, Newfoundland and Labrador and concludes in Vancouver, British Columbia on May 22, 2012.
- Fully recreates the original Man In Motion cross-Canada tour, spanning 12,000km from coast-to-coast
- Will travel through over 600 communities, visit every capital city and all provinces and territories and reach more than 70% of the Canadian population.
- 25th Anniversary Celebration Communities and tentatively scheduled dates include: Iqaluit, NU (September 26, 2011); Sherbrooke, QC (October 17, 2011); Whitehorse, YT (March 10-11, 2012); Yellowknife, NT (January 23rd, 2012); Fort St. John, BC (March 21, 2012); Victoria, BC (May 1, 2012).
- Will engage approximately 7,000 participants – difference makers in their own right – who will collectively cover an average of 40 to 80 kilometres a day, making their way across the country passing a singular Rick Hansen Medal to the next participant.
- All Canadian Residents (13 years and up) will be able to apply to become a participant through the online contest at .RickHansenRelay.com.
- Presenting Partners: McDonald's, Nike | Official Broadcaster: CTV | Official Suppliers: Air Canada, The Globe and Mail, Honda, Pattison Outdoor Advertising, the Royal Canadian Mint, Scotiabank.

Media Materials:

For a list and map of all 600 communities the Rick Hansen 25th Anniversary Relay will visit, high resolution images and video from the Man In Motion World Tour, please visit RickHansenRelay.com.

- 30 -

About the Rick Hansen 25th Anniversary Relay:

Beginning on August 24, 2011 in Cape Spear, Newfoundland and Labrador, the Rick Hansen 25th Anniversary Relay will retrace the Canadian segment of the original Man In Motion World Tour, travelling 12,000 kilometres, through 600 communities and concluding in Vancouver, British Columbia on May 22, 2012. This time, one will inspire many in motion; engaging 7,000 participants from across Canada who have made their own difference in the lives of others. Please visit RickHansenRelay.com for more information.

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