



CFL Pre-Season Game to be Held at Huskies Stadium

The Canadian Football League (CFL) will kick-off the season with an exhibition game at Huskies Stadium in Halifax. The game, between Grey Cup Champion Toronto Argonauts and celebrated rival Hamilton Tiger-Cats, will be broadcast live on TSN.

Fred MacGillivray, President and CEO of Trade Centre Limited and Chair of Events Halifax, the group that spear-

headed the drive to bring the event to Halifax, stated: We are honoured to have been chosen as the host city – it's a strong affirmation of our reputation and experience as a successful events destination. The CFL is a great Canadian institution, with a coast-to-coast audience – this is a unique promotional opportunity, and we look forward to "showing off Halifax" once again.

CFL Commissioner Tom Wright applauded the efforts of Moncton and Halifax, cities who both sought the opportunity to host the 2005 game. "We were welcomed and embraced by two great cities during the process of selecting a site. While Halifax is a deserving choice and Huskies Stadium a great venue, both cities provided excellent plans for the game and surrounding celebrations. The 2005 game will be in Halifax but we hope to be able to take our game to Moncton at a later date."

The Toronto Argonauts and the Hamilton Tiger-Cats, two of the oldest and more storied teams in professional sport with histories dating back to 1873 and 1869 respectively, will take to the field at Huskies Stadium on June 11, 2005. Further details on game timing and ticket prices will be announced shortly.

The Canadian Football League (CFL) operates in nine leading cities across Canada. The 93rd Grey Cup will be played in Vancouver, British Columbia on November 27, 2005. For more information, visit www.cfl.ca.



Trade Centre Limited Seals Strategic Partnership with Oland Brewery



Trade Centre Limited is pleased to announce a three-year strategic partnership agreement with Oland Brewery, maker of Alexander Keith's India Pale Ale. The partnership will include joint promotional opportunities, advertising, staff education and access to a wide range of local, national and international beer brands, including Keith's, at Trade Centre Limited properties.

"This partnership is a natural fit," said Fred MacGillivray, President and CEO of Trade Centre Limited. "Oland is a prominent and long-standing Halifax company with a heritage of quality and hospitality. We are in the business of "bringing people together" through business hospitality and entertainment events. Together we can leverage our experience and strengths."

Close to eight of every 10 beers sold in Nova Scotia is a Labatt product, led by Alexander Keith's, which has been brewed in Halifax since 1820. In 2003, beer sales at the three Trade Centre Limited venues totalled 1,700 hectolitres, the equivalent of approximately 500,000 bottles.

Oland Brewery operates Nova Scotia's largest brewery in the north end of Halifax as well as the Alexander Keith's Nova Scotia Brewery on the Halifax waterfront. Oland's President, Paul Gurr, stresses the partnership nature of the agreement between the two companies. "As with all true partnerships, there are benefits for both companies. Many of the Trade Centre Limited properties' patrons are already our customers but haven't been able to readily access our extensive portfolio of brands - this is a tremendous opportunity," said Gurr. "At the same time, we can now enhance the

entertainment and hospitality experiences of Trade Centre Limited's customers with the expertise of our people and our services."

The partnership will include training of Trade Centre Limited's 200 serving staff on the importance of proper pouring and serving techniques as integral aspects of the overall beer experience. Oland quality managers and category managers will also consult with Trade Centre Limited staff on various aspects of their beer operations.

The partnership officially begins in January 2005 and will run through 2007.

Feature Articles

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Don't forget to sign up for our free online version of the Link for all the latest news and updates.
www.TradeCentreLimited.com

CIS Men's Basketball Championship continues in Halifax in 2006/07

Trade Centre Limited congratulates Atlantic University Sport on the CIS decision to continue staging the annual Men's Basketball Championship in Halifax Metro Centre through 2006 and 2007. 2008 will be the 25th anniversary of the event, and Fred MacGillivray, President & CEO of Trade Centre Limited, is optimistic that Halifax will also mark that milestone event - in the Halifax Metro Centre!

Phil Currie, Executive Director of Atlantic University Sport and John Patterson, Chair of the CIS Men's Basketball Organizing Committee were in Ottawa last week for the bid presentation and made the

announcement at a media conference December 3rd at the World Trade and Convention Centre, Halifax.

With strong bids from both the Atlantic University Sport and Carleton University, Halifax's ultimate win was attributed to Halifax's bidding advantages of a loyal fan base, an experienced volunteer base and strong sponsorship support.

The 2005 Championship marks the 22nd consecutive year the CIS Men's Basketball Tournament has been hosted in Halifax and the event accounts for a total or gross economic impact of \$19.45 million in total spending and \$8.1 million in incre-

mental or direct spending (Economic Impact Report, conducted by Aegis Management Consulting Group).

Stated MacGillivray, "Halifax has a strong reputation as a great events destination, based on our years of experience in delivering major events such as the CIS Men's Basketball Championship. Events-hosting has become a very competitive industry, and it is only by pulling together as a strong, united community that we will be able to sustain our bidding advantage. When an event is held in Halifax, rights holders to the event know that their event is the "only game in town" - it is fully supported

by the public, by the corporate community and by our industry partners. I look forward to more good news stories over the next few years as we all work to make Halifax the best destination in North America!"

Ticket packages for this year's event will be available January 17, 2005 and can be purchased through the Halifax Metro Centre Box Office (902) 451-1221.

Get Ready for a "Hooley" of a Time!

Celebrate St. Paddy's Day and support a great cause at the fourth annual Halifax Hooley, Saturday, March 12 at the World Trade and Convention Centre. The annual fundraising event, held around St. Patrick's Day, is a chance to have fun and celebrate all things Irish, as only the Irish can. Enjoy a pre-dinner reception at 6:30pm, dinner at 7:30pm, followed by great entertainment featuring Evans & Doherty and the Halifax Hooley Band.

With good food, fine drink, and great company everyone will come together to pay homage to Ireland and to raise funds for the Prostate Cancer Research Foundation of Canada in it's efforts to eliminate a disease that takes the life of a Canadian man every two hours.

Join us on March 12th for a "Hooley" of a good time!



New Markets Opening for Nova Scotia Companies

Interested in exporting your products or services to South Carolina? It may be easier than you think!

Nova Scotia Business Inc. (NSBI) and the Atlantic Canada World Trade Centre (ACWTC) are leading a trade mission of ten Nova Scotia companies to South Carolina in February 2005. The South Carolina World Trade Centre is arranging the business matchmaking and will organize a minimum of five pre-qualified meetings per participating company.

Recognizing the importance of foreign business in South Carolina, the South Carolina World Trade Centre has positioned themselves as an Import Assistance Center to help

foreign companies sell into and invest in the region. Past trade missions to South Carolina have generated almost \$2.5 million in actual and predicted sales for the eight companies who participated and revealed further opportunities between our two regions that could benefit a wide range of Nova Scotian companies.

If you are interested in the South Carolina market and future trade missions to this region, please contact Wendy Luther at the ACWTC for more information, (902) 421-1302 Ext 237 or by email wendy@wtcchmc.com.

What's Happening

Blind Date with a Star

Don't miss the 5th Annual Blind Date with a Star at the World Trade and Convention Centre on January 24th. Presented by SYSCO Food Services of Atlantic Canada, Blind Date with a Star is a unique dining fundraiser benefiting the Learning Disability Association of Nova Scotia's LINKS – Linking Language to Learning – Children's Literacy Program.

The evening begins with a Gala Wine Reception at 5:30pm in the Port Royal Room of the World Trade and Convention Centre, followed by dinner with celebrity hosts at 50 local restaurants and venues.

For more information, contact Susan Clarke at (902) 423-2850 or visit the website at www.blinddatewithastar.ca

Halifax Progress Club, "Sports Celebrity Dinner"

The Halifax Progress Club will be holding the 33rd Annual Sports Celebrity Dinner on Thursday, February 3rd at the World Trade and Convention Centre. With attendance in excess of 1,000 people, the Sports Celebrity Dinner is recognized as one of the premier fundraising events in our region.

This year's event will feature Darcy Tucker, Toronto Maple Leafs; Kelly Hrucey, National Hockey League; Bruce Smith, National Football League; Spudd Webb, NBA Slam Dunk Legend; Master of Ceremonies Rod Black, CTV Sports and TSN; Derek Edwards, "Best Male Standup" 2004 Canadian Comedy Awards; and recent inductees of the Nova Scotia Sport Hall of Fame.

For more information, please contact Dean Powell, (902) 468-581 Ext. 224, (902) 471-9101 (cell) or by email drp@atlc.ca.

Halifax International Boat Show 2005

Be at Exhibition Park February 17 – 20th for the Halifax International Boat Show - the largest boat show in Eastern Canada!

Exhibited boats range in size from 6' to over 30' and include runabouts, cruisers, motor yachts, sail boats, sailing dinghies, pontoon boats, bass boats, inflatables, canoes, kayaks, personal water craft, Atlantic Canada built trawler yachts and wooden boats; sail, rowing and power. There are exhibits of marine equipment, marine engines, diesel, gas, outboard and inboard, of marine electronics and marine accessories and docks and dock builders.

For more information, please contact Scott Sprague (506) 658-0018 or visit www.masterpromotions.ca.

Canadian Liver Foundation Dinner and Auction - Feb 15th

Revel in a night of glitz, glamour and greatness at the 1st Annual "FRED Awards" on February 15th at the World Trade and Convention Centre. Created to honour dedicated individuals for their outstanding achievements in our community, arts and culture and professional career, the first ever FRED Awards will be celebrating the extensive work of Fred MacGillivray, President and CEO of Trade Centre Limited, for his ongoing contribution and commitment to Halifax and Nova Scotia.

The evening will feature awards, dinner and entertainment with all proceeds going towards the Canadian Liver Foundation. For more information or to purchase tickets to this exciting evening, please contact Gina Lipton at the Canadian Liver Foundation, (902) 423-8538 or by email at glipton@liver.ca.

Harlem Globetrotters April 2nd – 1:00pm and 7:00pm

Don't miss the fun and excitement of The Harlem Globetrotters as they entertain fans at the Halifax Metro Centre on April 2nd.

The Globetrotters will head onto the court for two shows: 1:00pm and 7:00pm. Tickets are \$19, \$24.50, \$38 or \$75 each depending on seating and are available at the Halifax Metro Centre Box Office, charge by phone at (902) 451-1221 or at any of the participating 14 Sobeys outlets.

Additional service charge of \$3 per ticket is applicable to all tickets sold at the Sobeys outlets or over the phone.

Group discount available - \$4 off the \$19 seats for groups of 15 or more. Please call (902) 421-1302 ext 260 to book.

For more information, please visit www.halifaxmetrocentre.com or www.harlemglobetrotters.com



Upcoming Events at Trade Centre Limited

For more information on upcoming events link to us at TradeCentreLimited.com



**World Trade and Convention Centre
Halifax, Nova Scotia**

Jan 14-16 - Maritime Travel – Vacation Superstore Tradeshow, 5000 attendees

Jan 24 - Learning Disabilities Association of NS, “Blind Date with a Star”, 500 attendees

Jan 27 - Saint Mary’s University Athletics, Huskies Super Auction & Dinner 2005, 550 attendees

Feb 1-2 - Department of Fisheries and Oceans, “Human Resources Conference”, 200 attendees

Feb 3 - Halifax Progress Club, “Sports Celebrity Dinner”, 1,065 attendees

Feb 3 - Art Gallery of Nova Scotia Luncheon, 250 attendees

Feb 5-7 - Atlantic Craft Trade Show, 1,200 attendees

Feb 10 - Canadian Paraplegic Association of NS, “Chair-ity Fundraiser”, 500 attendees

Feb 12 - The Institute of Chartered Accountants of NS Convocation, 740 attendees

Feb 14 - Heart and Stroke Foundation of NS, “Affair of the Heart Luncheon”, 700 attendees

Feb 15 - Canadian Liver Foundation Dinner & Auction, 650 attendees

Feb 18 - Special Olympics 2005 Dinner & Fundraiser, 400 attendees

Feb 20 - Eventful Productions, “Brides 2005”, 1,700 attendees

Feb 26 - Black History Month Association Gala, 300 attendees

Mar 2 - Unicef Atlantic Region, “Chefs Dinner 2005”, 500 attendees

Mar 5 - Dance Wise Inc. “Canadian Professional Championships '05”, 400 attendees

Mar 7 - The Arthritis Society, “Celebrity Roast Dinner”, 900 attendees

Mar 12 - Halifax Hooley, Benefit for Prostate Cancer, 700 attendees

Apr 2 - Saint Francis Xavier University Alumni Dinner, 565 attendees

Apr 14 - Novaknowledge Luncheon Series, 450 attendees

Apr 17 - Junior Achievement of Nova Scotia, “Awards Night”, 300 attendees

Apr 19 - Atlantic Canada Financial Analysts Dinner, 200 attendees

Apr 20-22 - Canadian Association of Principals 2005 Conference, 400 attendees

Apr 27-30 - Motion Picture Theatres Association of Canada, “Show Canada 2005”, 700 attendees

May 4 - Halifax Chamber of Commerce, “Spring Dinner 2005”, 1,000 attendees

May 7 - Gift Atlantic Annual Gala & Dinner, 750 attendees

May 9-14 - ADVOCIS Conference, 1,500 attendees

May 18 - Novaknowledge Luncheon Series, 450 attendees

May 19 - Nova Scotia Business Inc. – Export Achievement Awards, 500 attendees

May 22 - Blue Nose International Marathon, 7,000 attendees

May 25-28 - National Gerontological Nurses Association Conference, 450 attendees

May 26 - Bridgeway Academy Fundraiser, 200 attendees

May 31-June 3 - Human Resources Association of NS, “7th Atlantic Human Resources Conference, 500 attendees



Jan 7 - Halifax Mooseheads vs Gatineau Olympiques

Jan 8 - 2005 Oldtimers Hockey Challenge

Jan 9 - Halifax Mooseheads vs Moncton Wildcats

Jan 12 - Halifax Mooseheads vs Rouyn-Noranda Huskies

Jan 15 - Halifax Mooseheads vs Rimouski Oceanic

Jan 21 - Halifax Mooseheads vs PEI Rocket

Jan 22 - Halifax Mooseheads vs Chicoutimi Saguenens

Jan 28 - Halifax Mooseheads vs Drummondville Voltigeurs

Jan 29 - Halifax Mooseheads vs Val d’Or Foreurs

Feb 4 - Halifax Mooseheads vs Acadie-Bathurst Titan

Feb 5 - Halifax Mooseheads vs Shawinigan Cataractes

Feb 16 - Halifax Mooseheads vs PEI Rocket

Feb 20 - Halifax Mooseheads vs Quebec Remparts

Feb 25 - Halifax Mooseheads vs Drummondville Voltigeurs

Feb 26 - Halifax Mooseheads vs Victoriaville Tigres

Mar 4 - Halifax Mooseheads vs Acadie-Bathurst Titan

Mar 5 - Halifax Mooseheads vs Moncton Wildcats

Mar 9 - Halifax Mooseheads vs Baie-Comeau Drakkar

Mar 10 – 12 - AUS Men’s Basketball Championship

Mar 15 - Halifax Mooseheads vs Cape Breton Screaming Eagles

Mar 17 – 20 - CIS Final Ten Men’s Basketball Championship

Apr 2 - Harlem Globetrotters

Apr 14 - HSBC Stars on Ice

June 1 - Sarah McLachlan



Feb 2-5 - Halifax RV Show 2005

Feb 12-13 - Halifax Kennel Club

Feb 12-13 - Bay Archers Association

Feb 17-20 - Halifax International Boat Show 2005

Feb 25-27 - Golf Atlantic Expo 05

Mar 3-6 - Land and Sea Events, “Saltscapes Expo”

Apr 1-3 - NS Spring Ideal Home Show 2005

Apr 10-12 - APEX 2005 Trade Show

For More Information Contact: Communications Department Tel: (902) 421-1302 ext. 183

**Atlantic Canada World Trade Centre | Events Halifax!
Exhibition Park | Halifax Metro Centre | World Trade and Convention Centre**