



“This project is about vitality for everyone in Bradford West Gwillimbury. It’s about a community coming together to build a healthy future. The BWG Leisure Centre is something we can all be proud of.”

Mayor Doug White

Ready, Set, Go!

A Message from Scott Tupling & Kenn Voss, the Vitality Campaign Co-Chairs

Vitality – what a wonderful word to capture the spirit of Bradford West Gwillimbury!

Our community is full of vibrant agriculture, businesses and industry, busy young families, and active and engaged people of all ages. We are growing fast. We are founded on a proud legacy. We are guided by a strong local government. The future is bright!

Now it’s time to build on the vitality of our community by creating the Bradford West Gwillimbury Leisure Centre (BWG Leisure Centre).

This exceptional facility will provide opportunities for people of all ages to be active, have fun and experience the warmth of community. From five-year-olds learning to skate to seniors keeping fit in the therapy pool, the BWG Leisure Centre will offer something for everyone. This will be a place for the

community to gather.

We can’t do it without *you*. Bradford West Gwillimbury has received more than \$16.4 million from the federal and provincial governments toward our new Leisure Centre. The Municipality has pledged an additional \$22.6 million. As a community, together we must raise \$6 million to complete the project. Through the Vitality Campaign, we will take action today to ensure an active community tomorrow. We will create a legacy for our future, for our children.

The BWG Leisure Centre represents a coming of age for Bradford West Gwillimbury. It will keep people of all ages healthy and active, strengthen our community, and position us for future growth.

The Vitality Campaign is ready to go. Help us get off to a good start, keep up the momentum, and cross the finish line in record time!



ACTION TODAY

Growing Strong

The Town of Bradford West Gwillimbury is a vibrant, forward-thinking community, close to some larger cities but with a comfortable small town feeling and lots of wide open spaces. The Holland Marsh, the heart of Canada's vegetable growing industry, anchors a strong agricultural sector. The area also supports a growing commercial sector.

Between 2001 and 2006, our population grew by 7.5% per year, and there is no sign the pace is slowing. We expect to be nearly double our size by the year 2026. The new facility will help solidify Bradford West Gwillimbury an exceptional place to live, work, and play.

The people of Bradford West Gwillimbury are committed to thoughtful, well-planned growth – growth that sustains the feeling of community and preserves our natural environment.

The BWG Leisure Centre is part of that growth. A study conducted in 2003-2004 showed that our community urgently needs more recreational

facilities, especially indoor pools and additional ice pads. The BWG Leisure Centre will replace aging facilities and significantly expand recreational opportunities for people of all ages. It will bring together a wide range of leisure activities under one roof, strengthening our sense of community and supporting our future growth.

The BWG Leisure Centre is an integral part of the exciting Bradford West Gwillimbury Civic Centre project, which over time will also include a park, civic square, administration building, library and Wintergarden. It is destined to be the heart of our community.

Re-energize! Why recreation matters

Recreation – it's about re-charging, re-focusing, re-energizing, relaxing and refreshing ourselves. It's about having fun and being creative. It's about taking time to enjoy family, friends and neighbours. It's about making ourselves anew! Recreation is critical to our physical and mental health, and to the strength and vitality of our community.

The statistics* are concerning:

- 55% of Ontarians are inactive
- The additional health care costs caused by physical inactivity in Canada are estimated at \$2 billion to \$5 billion annually
- Between 1981 and 1996 the number of obese children in Canada tripled, leading to a dramatic rise in illnesses such as Type 2 diabetes and heart disease

It doesn't take much to turn those numbers around. We all benefit when people in our community have the opportunity to be part of meaningful recreational activities.

- We are healthier, with less obesity, heart disease, stroke, osteoporosis, diabetes and cancers
- We feel better, because recreation is a great way to reduce stress and alleviate depression and frustration
- We get to know our neighbours and feel more a part of the community in which we are active and involved
- Our children develop important physical and social skills, build

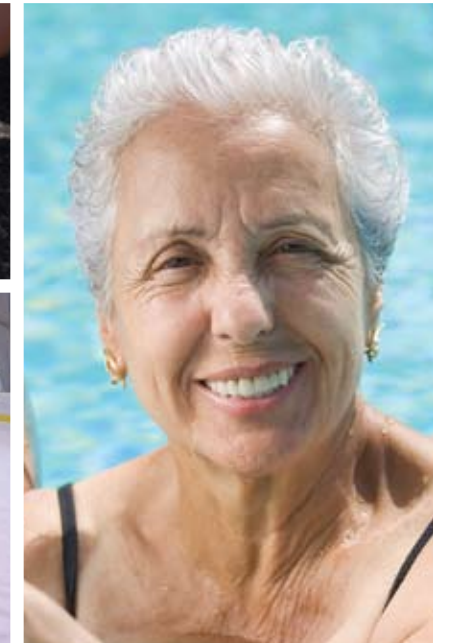
character and self-esteem, improve academic performance, and feel happier and healthier

- Our families are strengthened by getting active and having fun together
- Businesses and individuals are attracted to a community with great recreational opportunities, and as a result property values increase
- In a healthy, vital community, absenteeism is lower and productivity is higher
- Tourists are drawn to communities with great recreational facilities

According to one study, every 1% increase in participation in recreation activities saves taxpayers \$1.4 million in annual health care costs!

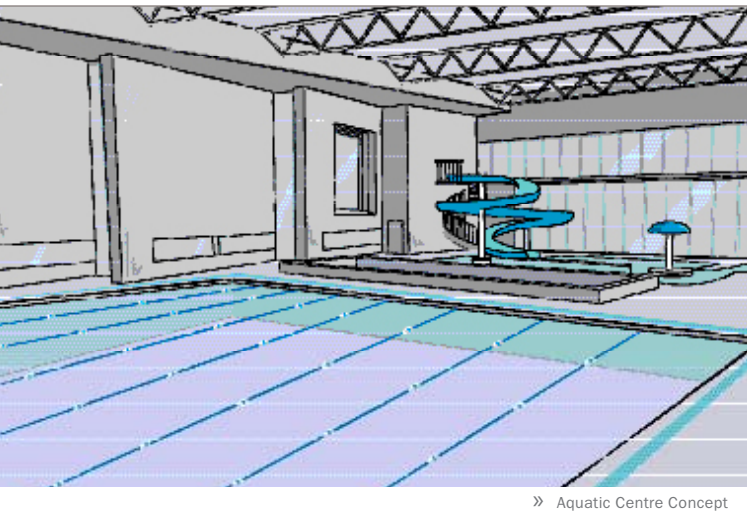
* Statistical information from the following sources: http://www.ottawa.ca/residents/public_consult/pr_master_plan/benefits_en.html; <http://www.phac-aspc.gc.ca/pau-uap/paguide/back2e.html>; <http://www.activehealthykids.ca/>



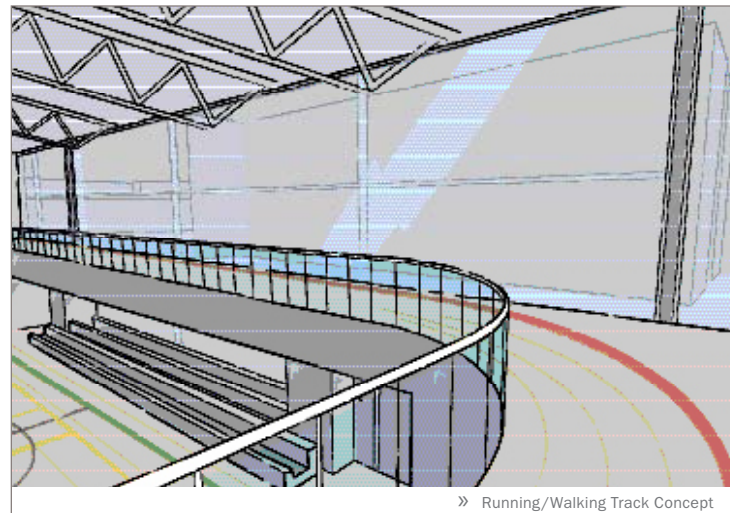


“I can’t wait! The new BWG Leisure Centre will be a fabulous facility, with something for everyone from age 2 to 92. It will encourage us all to get out there and have fun. This is a wonderful gift that our community can give itself.”

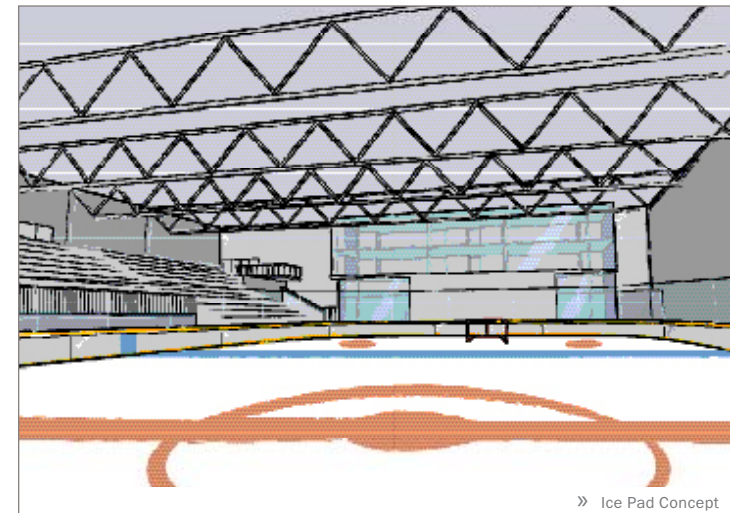
Frank Ferragine, Honourary Campaign Chair



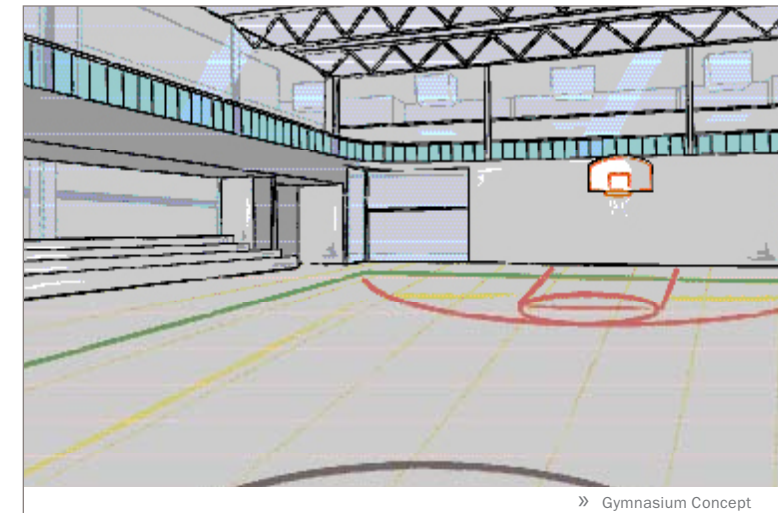
» Aquatic Centre Concept



» Running/Walking Track Concept



» Ice Pad Concept



» Gymnasium Concept

Building Vitality

The Bradford West Gwillimbury Leisure Centre will be second-to-none!

Created by Salter Pilon + Lett Architects, the BWG Leisure Centre is a sleek modern design of glass, concrete and steel. Bathed in natural light and encompassing more than 158,000 square feet, it will include:

- An aquatic centre with three pools:
 - » Eight-lane lap/competitive pool for elite and fitness swimmers
 - » Warm water leisure/therapy pool for aquafit classes and gentle exercise
 - » Leisure pool with large play slide for family fun
- Two NHL-sized ice pads:
 - » One 900-seat rink (ideal for tournaments)
 - » One 350-seat rink
 - » Pro shop
- Fully-equipped Fitness Centre designed to help people of all ages build strong hearts, lungs and muscles. It will include:
 - » Weight machines
 - » Free weights
 - » Cardiovascular machines
 - » Stretching area
 - » Walking and running track
 - » Rooms for small and large group activities, such as spinning, yoga, Pilates and dance, etc...
- A 8,816 sq. ft. gymnasium that will be used for basketball, volleyball, badminton, martial arts and other physical activity programs such as dancing, arts, play ball and community events.
- Child-minding facility so that children can have fun while their parents use the Centre's facilities
- Multi-purpose rooms with kitchens where community groups can meet, and training activities, small performances and social events can be held.
- BWG "Community Service Centre" for community programming, offering centralized information and registration, and making it easy for everyone to get involved!

The Leisure Centre will serve local sports organizations, including:

- The Bradford West Gwillimbury Minor Hockey Association,
- The Bradford Skating Club and others.

It will also accommodate:

- Walking and running clubs,
- Community groups and service clubs,
- Trade shows, school programs and more.

Above all, it will offer every citizen of Bradford West Gwillimbury the opportunity to be active and involved in their community.

Healthy community, healthy planet

While we're looking after our own health, we also want to take care of the planet's health. The BWG Leisure Centre is designed to minimize environmental impact, and will qualify for Silver certification under the Leadership in Energy and Environmental Design (LEED) Green Building Rating system. Energy-efficient lighting, heating, ventilation, air conditioning and refrigeration systems are among the features that will help the building qualify under LEED. Most energy-efficient features are expected to pay for themselves within three years.

ACTIVE TOMORROW



Stepping up: Taking Action Today

The BWG Leisure Centre is a \$45 million project. Most of the funding will be contributed by municipal, provincial and federal governments. Now it's up to us -- the corporate and individual citizens of Bradford West Gwillimbury. We must raise \$6 million through sponsorships and donations to leverage this generous government funding. Our portion of the project costs will amount to only 13% of the cost. It's a great investment for our future that will yield big returns for our community.

We have an ambitious goal, but we know we can do it. Bradford West Gwillimbury is a strong and thriving community. We have a shared vision of the future. We are committed to growing healthy and prosperous together. Now is the time to step forward and make wonderful things happen! Now is the time for our community to challenge ourselves and together create a legacy for Bradford West Gwillimbury.

It's Your Move!

There are many ways you can get involved and help make the BWG Leisure Centre a reality. Why not consider volunteering on the campaign team? There's lots of work to do, and many opportunities to make a difference in our community.

And of course, we're counting on you to contribute toward our goal of \$6 million. **We need every community member to get involved in order to reach our goal.** All donors of \$1,000 or more will be recognized on a special Donor Wall in a high-traffic area of the new facility.

If you would like to leave a special mark on your community, there are a number of "special naming opportunities" – parts of the building where your name or the name of someone you want to honour will be prominently displayed. Special naming opportunities start at \$25,000 and

include great opportunities like the dressing rooms and the walking track, the gymnasium, the aquatic centre and the ice pads. You can view the special naming opportunities online at www.bwgleisurecentre.org.

For more information about the many ways we will recognize the generosity of our donors, please see the Donor Naming Opportunities document.

This is your moment to help build a healthy future.

Health. Strength. Vitality.

These words describe what we want for ourselves, our families, our friends and neighbours, and our community.

The Bradford West Gwillimbury Leisure Centre will create wonderful new opportunities for recreation – activities that refresh and re-energize us.

- It will help our children grow healthy and strong in body, mind and spirit.
- It will encourage families to be active and have fun together.
- It will foster active living for older adults, helping them stay healthy longer.
- It will support community organizations and activities, strengthening the ties that unite us.
- It will help sustain the growth of our community, making it even more attractive to individuals and companies.
- It will create economic activity, now and in the future.

ACTIONTODAY
ACTIVETOMORROW

The Bradford West Gwillimbury
Leisure Centre -- *let's go!*