



**PRESS RELEASE**

**Binational Partners Announce Keynote Speaker Terry Wright, EVP,  
Vancouver 2010 Olympics for 2011 Summit**

**For Immediate Release**

Buffalo, NY/Niagara Falls, ON  
February 8, 2011

**For More Information**

Arlene White, Executive Director  
Tel 905.401.4450  
Email: [arlene.white@btapartners.com](mailto:arlene.white@btapartners.com)

The Binational Economic & Tourism Alliance (Binational Alliance) and their 2011 Summit partners, Niagara College, Niagara University, University at Buffalo, Brock University, Erie County Industrial Development Agency, Niagara Region, Niagara Bicentennial Legacy Council, Niagara Sport Commission, Consulate General of Canada – Buffalo and U.S. Consulate General - Toronto are pleased to announce this year's Binational Speaker Series Keynote is Terry Wright, Executive Vice-President, Games Operations Vancouver 2010 Olympic & Paralympic Winter Games.

Sponsored by Casino Cares, the Binational Speaker Series is part of Niagara College and Niagara University's Binational Educational Partnership agreement.

Mr. Wright has experience with more than 15 provincial, national and international events such as the Commonwealth and Pan American Games, Goodwill Games and the World Masters' Games. Terry has spent the last three decades in significant planning and organizing roles for some of the world's most prestigious athletic competitions.

As Executive Vice President, Games Operations for the Vancouver 2010 Olympic and Paralympic Winter Games, Wright faced one of his most ambitious organizing challenges yet. As part of the senior management team, Wright's role included strategic planning as well as involvement in all key decisions regarding all Games operations and services outside of the sporting activities and marketing. His specific areas of responsibility included media and athlete villages, logistics, transportation, security, event services, accommodation and food services and all facets of venue infrastructure.

As a key member of the Vancouver project since 1997, Terry Wright has a unique insider's view of all the triumphs and difficulties associated with mounting one of the most successful Winter Games ever. The Binational Summit Partners are pleased that Terry will be able to share his expertise with the delegates who are involved in the development of sport, heritage and cultural events to drive new economic development in cross-border regions like Niagara.

The theme of this year's Summit is "Building A Binational Community" and is the second year of the Binational Dialogues program – a consortium effort of the partners involved. This brings together the annual Binational Summit, Star Awards, Speaker Series and Crossing Borders Student Conference under one comprehensive program. The Bi-National Speakers Series (part of Niagara College and Niagara University's Bi-National Educational Partnership agreement) is sponsored by Casino Cares.

The 2011 Summit takes place on March 10 & 11, 2011 at the Americana Conference Resort & Spa in Niagara Falls, Ontario. For complete details and to register, visit [www.btapartners.com](http://www.btapartners.com) or contact our office via phone 1.877.884.2736 x 157 or email [helga.honey@btapartners.com](mailto:helga.honey@btapartners.com).

