



# INFORMATION REPORT

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| <b>TO:</b> Chair and Members<br>Emergency & Community Services<br>Committee                                 | <b>WARD(S) AFFECTED:</b> CITY WIDE                             |
| <b>COMMITTEE DATE:</b> March 19, 2012   |  |
| <b>SUBJECT/REPORT NO:</b><br>2011 Rick Hansen 25th Anniversary Relay and Celebration (PED12043) (City Wide) |  |
| <b>SUBMITTED BY:</b><br>Tim McCabe<br>General Manager<br>Planning and Economic Development                  | <b>PREPARED BY:</b><br>Pam Mulholland (905)546.2424, ext. 4270 |
| <b>SIGNATURE:</b>   |  |

**Council Direction:** N/A

## Information:

In November 2011 Hamilton hosted the 25<sup>th</sup> anniversary of Rick Hansen's Man in Motion Tour. The City of Hamilton provided both funding and staff resources to the organization of the event. This Information Report is a summary of the results.

## Background:

Canadian Rick Hansen suffered a debilitating spinal cord injury at the age of 15 which resulted in the permanent requirement for a wheelchair. Undaunted, he worked on rehabilitation, completed high school, then became the first student with a physical disability to graduate in physical education from the University of British Columbia.

Inspired by fellow Canadian Terry Fox's Marathon of Hope, Rick Hansen conceived the idea of the, now famous, *Man in Motion Tour* to bring awareness of spinal cord injuries. Although public attention was low at the beginning of the tour, he soon attracted international media attention as he progressed on a 26-month trek, logging more than 40,000 km through 34 countries on four continents before crossing Canada.<sup>1</sup>

The Rick Hansen 25<sup>th</sup> Anniversary Relay ("Relay") retraces the Canadian segment of Rick Hansen's 1985 *Man in Motion Tour*. The twist this time was not one man in motion but 7,000

<sup>1</sup> From Wikipedia

participants from across Canada who have made a difference in the lives of others. The purpose of the Relay is to engage Canadians to take up the challenge and become catalysts for positive change in their communities. The medal-bearers complete their segments through a variety of “forms of movement” representing all abilities. Starting in Cape Spear, Newfoundland in August of 2011 and it will conclude in Vancouver in May of this year.

As a designated Rick Hansen 25<sup>th</sup> Anniversary Relay Celebration community, Hamilton welcomed the Relay on Saturday, November 12 and Sunday, November 13, 2011. Forty-nine medal-bearers from the City of Hamilton carried the Rick Hansen Medal during the course of the two day relay. Medal bearers were selected by the Rick Hansen Foundation based on their volunteer work, accomplishments and impacts they have made both in the community and in the lives of other individuals. Medal bearers were cheered on by hundreds of supporters who lined the Relay Route. **Route Maps** are attached as Appendices A and B to Report PED12043.

The Relay and End of Day Celebration (“Celebration”), held at Mohawk College, was coordinated by the Rick Hansen Foundation and the City of Hamilton’s Rick Hansen Relay Community Planning Team (“CPT”). The CPT was co-chaired by Mohawk College’s Director of Business Development, Troy Heath, and Special Events Coordinator, Trish Loomis.

The Team was composed of the following organizations:

- City of Hamilton
- The Disabled and Aged Regional Transportation System (D.A.R.T.S.)
- Mohawk College
- McMaster University Children’s Developmental Rehabilitation Programme
- MacWheeler Spinal Cord Injury Rehabilitation Programme
- SCI Action Canada
- Hamilton Accessible Sports Council
- Hamilton Challenger Baseball Association
- Excel Care

#### Relay Detail

The Relay arrived in Hamilton from Burlington on the afternoon of November 12. The first stop was at McMaster University Centre for Spinal Cord Injury after which the relay continued on to a celebration site at Mohawk College. The medal was carried onto the stage by community medal bearer, Charlie Cetinski, as the highlight of the End of Day Celebration. The next morning on November 13, the Relay started at Mohawk College and travelled through Hamilton’s downtown, making a stop at the Regional Rehabilitation Centre Hamilton Health Sciences before moving onto Stoney Creek. Supporters lined the Relay Route to cheer our medal as it entered Grimsby for the hand off. For photos of the Relay in Hamilton visit [www.rickhansenrelay.com/en/updates/photos](http://www.rickhansenrelay.com/en/updates/photos) day 81 and 82.

### Event Detail

The End of Day Celebration began on November 12 at 3:00pm with a Community Marketplace showcasing sport and leisure, health, housing and community outreach programs and services available for those living with spinal cord injury in Hamilton. Over 200 attendees participated in the Community Marketplace and an Accessibility Challenge Course, which were both held indoors at Mohawk College. Outdoor programming included children's activities, live music, and a barbeque provided by the Stoney Creek Optimist Club. At 5:00pm the count down began to the arrival of the final medal bearer Charlie Cetinski. With the arrival of Mr. Cetinski, a formal program took place on the outdoor stage that was attended by a number of local dignitaries.

The Celebration concluded at 5:30pm with Mayor Bratina accepting the ceremonial transfer of the Relay participant medal on behalf of Hamilton.

### Community Engagement

Community volunteers were recruited to help at the Celebration event. Volunteers assisted with tasks like guiding participants through the accessibility challenge course and setting up and supervising the vendor booths and barbeque.

Trips on D.A.R.T.S. to and from the Relay were offered free to registered passengers. Mohawk College was accessible to participants by bus and there was free parking available.

Mohawk College was instrumental in supporting the event by providing meeting space, the event venue, free on-site parking, special event support, in-kind services, and equipment and volunteer resources at no charge to the City. Troy Heath and Trish Loomis are recognized and thanked for their leadership, time and expertise. In addition to the support of Mohawk College and the other CPT member organizations, the Tourism and Culture Division acknowledges the following for their contributions to the Relay event:

- Traffic Engineering, Public Works Department
- Communications, Strategic Services Division, Community Services Department
- Customer Service, Access & Equity Division, Corporate Services Department
- Hamilton Police Services
- Stoney Creek Optimist Club
- Members of the CPT: Kelly Arbour, Sandi Best, Lindsay Bray, Audrey Hicks, Jake Lawless, Anthony Frisina, Celeste Gallant, Melissa Mascarin, Denise McArthur, Mike Moore and Marjorie Wahlman.

### Budget

In 2011, Council approved a one-time budget of up to \$24,000. The event was delivered for \$19,557.

### Media Coverage

The Relay and Celebration received broad media coverage. Feature articles and coverage profiling the Celebration event and medal bearers appeared in The Flamborough Review, The Stoney Creek News, the Hamilton Spectator and on CH Television.

### Outcomes

In welcoming the Relay and being a Celebration Community, Hamilton achieved the following outcomes:

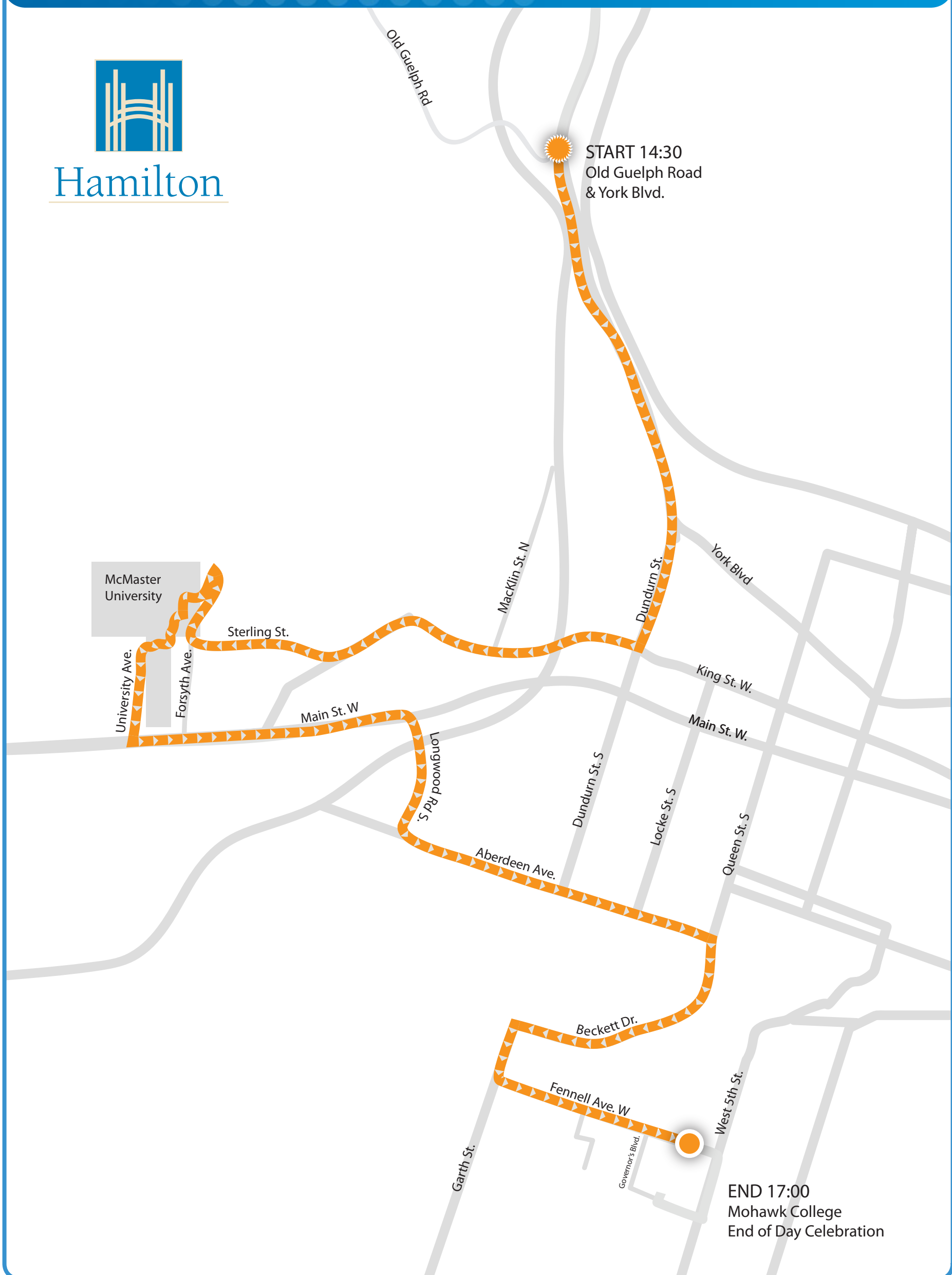
- Increased awareness and support for those with a disability
- Focused attention on accessibility
- Increased civic pride
- Celebrated people who make a difference including those whose efforts have removed barriers and contributed to making the community more accessible and inclusive
- Engaged community members by participating in the planning and hosting of the event; and,
- Improved quality of life through inclusivity as the Celebration was free of charge and hosted at Mohawk College, a site that met the following accessible criteria: accessible by bus routes; suitable parking for wheelchair users and over-height vehicles; and accessible for people with mobility impairments.

November 12, 2011  
HAMILTON (DAY 81)

25<sup>th</sup> Anniversary  
Rick Hansen  
Relay



Hamilton





# November 13, 2011 HAMILTON (DAY 82)

