

'Nobody does it better'

Saskatoon targets 2,000 special events

By Art Robinson
SP City Hall Bureau Chief

Saskatoon has become renowned as the little city that makes big dreams come true, says Ken Howland.

Because of that image and the confidence that built it, a committee headed by Howland is inviting Saskatoon residents to join it in hosting 2,000 special events by the year 2000.

The reward? A boost in both the economy and quality of life.

"This is very much a grassroots undertaking," said Howland, chair of the mayor's advisory committee on special events.

"We've done really well to date on the events we have staged here, such as the Jeux Canada Games and the Special Olympics. With the Special Olympics, our partners' program received comments from people across the country," said Howland.

"What we are really doing here is asking people if there is anything they want to host," he said.

"We are really after people who have never done anything in the way of staging an event before," added committee member Lynn Shyluk.

"Probably family reunions will be a big part of it. Planning a family reunion is the same as an organization putting on a convention. You need food, a place to host it, and need to get the word out to the people you want to come," said Shyluk.

"The planning guide we have available helps people do this step-by-step," said Shyluk.

"For many, it will be enjoyable because they would have never looked at organizing a special event before. I know in some cases, family reunions have had T-shirts made with the first name of each person printed on them," said Shyluk.

"People who have never stretched their organizing ability before will be able to do so. It will make them feel good about themselves — and they'll have a certificate on their wall for their work," said Shyluk.



—SP Photo by Glen Berger

No event is too big or small, says Lynn Shyluk

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