

event background

Calgary has been selected to host the **2008 World Paddle Championships**, beating out Sao Paulo, Brazil for the rights to this illustrious event. Taking place August 23–30, 2008, Calgary will become the first Canadian city to host an international “paddle” event of its kind.

Paddle (or “padel” as it is known in other parts around the world) is among the best-loved, most-watched and most-commonly played sports in Latin America and many parts of Europe. With the last World Championships held in Spain and seen by millions of viewers around the globe, the world’s

eyes will be focused on Calgary in 2008 for the next World Paddle Championships.

Boasting an unmatched volunteer spirit and rich history of hosting internationally-acclaimed, world-class events, including the 1988 Winter Olympics and the 1998 World Police Fire Games,

Calgary will play host to paddle’s top men’s and women’s teams in August 2008. Competitors will be coming from at least 20 countries around the world, including Argentina, Austria, Belgium, Brazil, Chile, France, Germany, Great Britain, Holland, India, Israel, Italy, Mexico, New Zealand, Norway, Paraguay, Poland, Portugal, Spain, Switzerland, Uruguay, USA, Venezuela and Canada.

Recognizing the rapidly growing popularity for the sport within Canada, the bid was supported by the Paddle Association of Canada (PAC), headquartered in Calgary, with sport event bid services from

Tourism Calgary. “This is a real coup for Calgary,” boasted Bill Stamile, President of PAC. “To host this world-class paddle event indicates the respect Canadians have for this sport. Hosting this event in Calgary will significantly increase the exposure of our sport in North America and greatly assist the Paddle Association of Canada in promoting the sport across Canada.”

“We see this as a great and unique opportunity for sponsors and fans alike to support this world-class showcase and tap into paddle’s growing popularity in Canada,” added Stamile. “The World Championships in Calgary will be a uniquely Canadian celebration of the sport of paddle, and of the rich culture behind paddle.”

Calgary will welcome the world with open arms when the event kicks off on August 23, 2008. In addition to the tournament, we will host a variety of social, cultural and recreational events and festivities during the Championship week.



For more information:

Check out www.2008worldpaddle.com

or contact Tournament Chair, Bill Stamile

Phone: 403.531.6838

Fax: 403.531.6914

Email: info@2008worldpaddle.com



fact sheet – **faq**

WEST SOCCER CENTRE

Q1: When is the tournament?
August 23rd - August 30th, 2008.

Q2: Where is the event being held?
The event's primary location will be the Calgary West Soccer Centre (11014 Bearspaw Dam Road NW, Calgary, AB), while the existing courts at A.E. Cross Junior High School (3445 - 37 St., S.W, Calgary, AB) will serve as a secondary event site.

Q3: Where can I get tickets?
Ticket information will be released closer to the event. Stay tuned to www.2008worldpaddle.com for up-to-date ticket information.

Q4: How do I become a sponsor?
Sponsorship opportunities are available in a variety of categories. The Organizing Committee welcomes inquiries from any and all potential sponsors. Check out www.2008worldpaddle.com for basic sponsorship information, and contact Bill Stamile at 403.531.6838, or by e-mail at info@2008worldpaddle.com for more information.

Q5: Will the event have a "Vendor Village"?
Yes. A full "Vendor Village" – a place for organizations wishing to display and sell paddle-related goods and services to operate – will be available within the Championship venue itself. Contact Bill Stamile at 403.531.6838, or by e-mail at info@2008worldpaddle.com for more information.

Q6: Where can I find more information about Calgary?
Both Tourism Calgary (www.tourismcalgary.com) and Travel Alberta (www.travelalberta.com) offer excellent online and offline resources for visitors to our city.

Q7: Where should I stay in Calgary?
Though Calgary offers a variety of quality accommodation options for visitors, we recommend staying at the Hyatt Regency Calgary (www.calgary.hyatt.com).

Q8: How do I get to Calgary?
Most major airports offer daily direct and connecting flights to the Calgary International Airport.

Q9: How can I get involved the 2008 World Paddle Championships?
In keeping with Calgary's world-renowned volunteer spirit, we encourage individuals of all ages to help us create an outstanding World Championship experience. You can help by volunteering your time and expertise to the event operations, and/or through our Adopt-a-Team Program (see below). We welcome all individual, corporate and group volunteers to take part in the World Championship experience in a variety of capacities. Check out the website www.2008worldpaddle.com for more information on becoming a volunteer.

Q10: What is the Adopt-a-Team Program, and how can I get involved?
We are seeking involvement and financial support from local ethnic clubs or associations and from International firms to make all of our foreign guests feel welcomed in Calgary, and to enhance their enjoyment of this first class event. Your involvement will help us assure that we run a first-class event for each delegation attending.

Areas of support include: financial support for the team for travel and accommodations costs; translators and hosts for the team members; volunteers for the week's competitive events; and audience participation at events/matches.

For more information or to adopt a team:
Check out www.2008worldpaddle.com
or contact Tournament Chair, Bill Stamile
Phone: 403.531.6838
Fax: 403.531.6914
Email: info@2008worldpaddle.com

Q11: How can I get press credentials for the event?
As a premiere event with an international audience in the millions, regional, national and international media are welcomed and encouraged to attend the 2008 World Paddle Championships. Press credentials can be obtained through a written request submitted to Bill Stamile at info@2008worldpaddle.com.

Q12: Where can I learn more about this sport?
For a great online paddle video, head over to YouTube and enter the search term, "Padel buenos puntos"

Find more information online at:
www.paddlecanada.net
www.padelip.com/federaciones.html

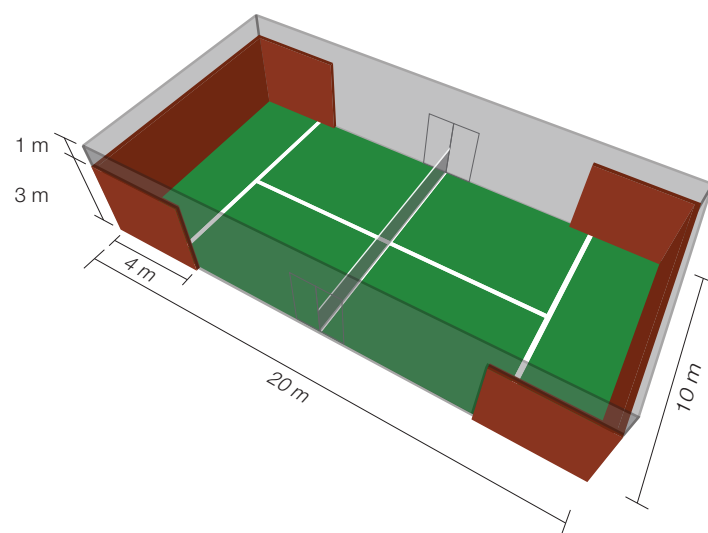
paddle explained

For those unfamiliar with the discipline, **paddle (or pádel)** is a fast and exciting racquet sport combining elements of tennis and squash into a fun and skillful game for all ages. Paddle is played by millions of people in many countries around the world and features professional tours in Argentina and Spain. Created in Mexico in the early 1970s, and popularized in Spain and Argentina soon thereafter, this relatively new sport is quickly becoming one of Canada's most popular racquet games, gaining rapid acceptance due to its simplicity and similarities to other popular racquet sports.

45 cm (18 inch). The short racket is much easier to control than a longer stringed racket. In this way from the first time on court, novices of all ages and racket skills can enjoy a well-paced game with plenty of rallies.

The Game of paddle is always a doubles game using mainly tennis rules and scoring, with some key adaptations such as an underhand serve. The game is played in an enclosed structure and the rules allow for the use of the back wall and sidewalls resulting in longer rallies.

The Court is rectangular in shape with a dimension of 10m wide by 20m long and is divided in the middle by a net. At the end of each court there is a half box shaped wall consisting of 10m wide back wall with two side walls of 4m extending along the sidelines. The height of the back wall and sidewalls is 3m. The balance of the court is enclosed with mesh wire that is also 3m high. Three paddle courts can be placed in the same surface area as one tennis court.



Put simply, paddle is much like a scaled down version of tennis and squash using a slightly smaller court (with walls) and graphite paddles instead of stringed racquets. The court is one third the size of a tennis court and is surrounded by 10' high walls of glass and/or solid construction. It has been

described as a "squash court in the sun" and "a tennis court with walls", though the flow and energy of the game is completely unique and exciting. Scoring is similar to tennis and the same ball and net is used, but the game requires players to use an underhand serve and it is always played as a doubles game.

The Racket is solid being made mostly from light composite materials. The surface is perforated to lighten the racket and to allow for airflow. The face of the racket is relatively large measuring 26 cm x 29 cm (10 inch x 12 inch) and the overall length is

about calgary

Calgary, Alberta, Canada is proud to have been chosen to host the **2008 World Paddle Championships**. Having hosted a multitude of world-class sporting events including the 1988 Winter Olympics, Calgary is eager to welcome the paddle world in August 2008.

This safe, clean and vibrant city offers the best of all worlds: a cosmopolitan city of more than 1 million people and breathtaking outdoor adventure in pristine wilderness. A truly modern city situated just two hours east of the Rocky Mountains, Calgary boasts a youthful energy to match its active lifestyle.

Home to the "Greatest Outdoor Show on Earth", the world-famous Calgary Stampede, and world-renowned equestrian facility Spruce Meadows, the city welcomes several million visitors annually, and plays host to numerous world-class sports, arts, and entertainment events each year. Nearby tourist destinations including Banff National Park, Canmore, Lake Louise and UNESCO heritage sites are a quick drive from the city. Calgary is easily accessed from most major airports in Europe, South America and the United States.

This, in addition to a bustling night life, world-class restaurants and a strong arts and entertainment scene has earned Calgary its place among the "Best Cities in the World" (Mercer 2007 Quality of Living Survey).

With warm, blue-sky summers, welcoming winter temperatures tempered by warm west winds, and quick access to the Rocky Mountains, Calgary serves as a convenient playground for adventure seekers and outdoor enthusiasts alike. Boasting the largest municipal network of bike paths in North America, and more golf courses per capita than any other city in Canada, Calgary is more than the winter wonderland.

For more information:

Check out www.2008worldpaddle.com
or contact Tournament Chair, Bill Stamile
Phone: 403.531.6838
Fax: 403.531.6914
Email: info@2008worldpaddle.com



Unprecedented economic growth, an outstanding quality of life, and a friendly western personality make Calgary one of the most popular cities in Canada to live in, visit and do business in.

the venue

Calgary West Soccer Centre

The World Paddle Tournament will be held August 23rd - August 30th, 2008, at the Calgary West Soccer Centre (11014 Bearspaw Dam Road NW, Calgary, AB), while the existing courts at A.E. Cross Junior High School (3445 - 37 St., S.W, Calgary, AB) will serve as a secondary event site.



the venue



the venue

