



# WELCOME TO RED DEER

**Red Deer is a proud four-season sports tourism destination that's large enough to host marquee events like the Canada Winter Games and the Memorial Cup. Thanks to Red Deer's hospitality and authentic western Canadian vibe, visitors will feel right at home.**

Red Deer is young, active and passionate about sports. With a population of just over 100,000, it is Alberta's third-largest city and has a potential market of more than two million people within a 160km radius.

With new sport facilities and destination improvements, Red Deer is ready and able to host any type of sport event—whether it's a national curling, hockey or multi-sport competition, or speed skating, volleyball, pickleball and baseball.

Red Deer is one of Alberta's most cost-effective destinations, and its compact transportation network means you're never far from any of the excellent sport facilities, abundant high-quality accommodations and unique off-site venues.

 **HOTELS  
RED DEER**  
[hotelsreddeer.ca](http://hotelsreddeer.ca)

#### **WE'RE HERE TO HELP**

Hotels Red Deer is your first point of contact for planning sport events. Let us simplify the process!







ENMAX Centrium, Westerner Park

# 2021 IIHF WORLD JUNIOR CHAMPIONSHIP

DECEMBER 26, 2020-JANUARY 5, 2021

Red Deer is set to co-host the 45th edition of the IIHF World Junior Championship with Edmonton in 2021. The excitement is already building for this international tournament that will be another crowning achievement in a long list of world-class events the city has hosted. The success of each event is a testament to the collaboration between the city, sport venues, hotels, attractions and the incredible local volunteers that share their passion for sport with others.

**100,000+** ATTENDEES  
**700+** VOLUNTEERS  
**200+** PLAYERS AND COACHES



“Red Deer and Edmonton will welcome the top 10 hockey nations for the IIHF World Junior Hockey Championship in December 2020. The holiday tradition will be seen by tens of millions of viewers across North America and Europe, and experienced live by over 100,000 spectators in Red Deer alone. Our city is truly the junior hockey capital of Canada!”

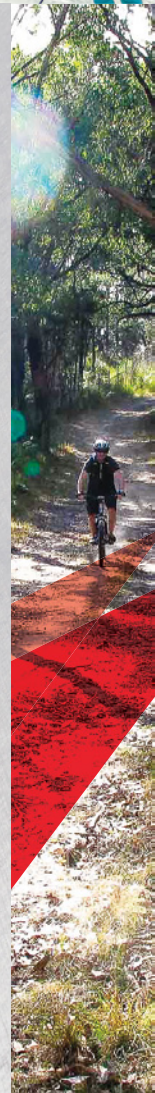
—MERRICK SUTTER, SENIOR VICE-PRESIDENT, RED DEER REBELS AND CO-CHAIR OF THE IIHF WORLD JUNIOR CHAMPIONSHIP HOST COMMITTEE



## SPORT EVENTS IN RED DEER

- 2021 IIHF WORLD JUNIOR HOCKEY CHAMPIONSHIPS (LAST HELD IN RED DEER 1995)
- 2020 STIHL TIMBERSPORTS CANADIAN TROPHY
- 2019 CANADA WINTER GAMES; CHL/NHL TOP PROSPECTS GAME
- 2018 HLINKA-GETZKY CUP
- 2016 MASTERCARD MEMORIAL CUP
- 2015 ESSO CUP
- 2013 SPECIAL OLYMPICS ALBERTA SUMMER GAMES; ALLAN CUP
- 2012 & 2004 SCOTTIES TOURNAMENT OF HEARTS
- 2011 IIHF WORLD JUNIOR HOCKEY EXHIBITION GAMES
- 2006 ALBERTA SUMMER GAMES

**ANNUAL EVENTS:** Mud Hero Alberta; 5K Foam Fest; Spartan Race; Red Deer Highland Games; Canadian Finals Rodeo





# DISCOVER RED DEER

Red Deer has an endless range of things to do in downtime—for teams, families and out of town spectators.

From craft brewery tours to spas, shopping to skating, museums to recreation centres, Red Deer is sure to have something for everyone.

## RED DEER BY THE NUMBERS

**123km**

OUTDOOR TRAIL SYSTEM

**100+**

SPORT PLAYING FIELDS

**75**

OUTDOOR  
COMMUNITY  
ICE RINKS

**50**

TENNIS COURTS  
(INCLUDING 12 COMPETITIVE COURTS)

**30km**

CROSS-COUNTRY  
COMPETITIVE  
SKI TRAILS

**16**

CURLING  
SHEETS

**1**

OUTDOOR SPEED  
SKATING OVAL

**6**

INDOOR  
ICE RINKS

**9**

PICKLEBALL  
COURTS

**4**

CITY GOLF  
COURSES



## PLUS

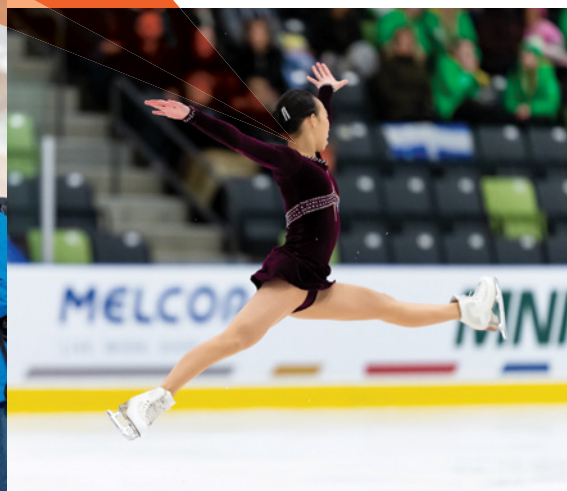
37 RESTAURANTS, MORE THAN 350,000 SQUARE FEET OF PREMIER  
EVENT AND MEETING SPACE FOR GROUPS OF 10 TO 10,000 PEOPLE.

“The number one factor when you bid to host events like the Canada Winter Games is demonstrating the level of commitment in your community. Red Deer was so excited about the Games that 10,000 people came out, all dressed in red, to welcome the site-selection committee, which had rarely seen that kind of engagement from a community.”

—SCOTT ROBINSON, CEO, 2019 CANADA  
WINTER GAMES RED DEER







## LET'S CONNECT!

Hotels Red Deer is your one-stop resource for sport event hosting. Our team of dedicated professionals will guide you through all the steps, so be sure to contact us early in the process. From site selection and bid assistance, to liaison with local suppliers, we're with you every step of the way!

“Hotels Red Deer is a sport event collaborator and first-class resource. When you reach out to us at the very beginning of the process, we will set you up for success by putting all the pieces together for an unforgettable event.”

—HOTELS RED DEER

### CONTACT US

**HOTELS RED DEER**  
350, 4819C – 48th Avenue  
Red Deer, Alberta  
T4N 3T2  
execdiretor@hotelsreddeer.ca

 **HOTELS  
RED DEER**  
hotelsreddeer.ca

In partnership with  
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Canada

### SAY GOODBYE TO GRIDLOCK

Travelling to Red Deer couldn't be easier. Situated in central Alberta, it's just a 90-minute drive from either Edmonton to the north or Calgary to the south. Catch a flight to Red Deer Regional Airport or check out the frequent services offered by Red Arrow Motorcoach.

## CONNECT WITH A HOTELS RED DEER PARTNER

### 2,500+ GUESTROOMS AND SUITES

You can count on Red Deer for a diverse selection of affordable, team-friendly accommodations.

### VISIT [HOTELSREDDEER.CA](https://hotelsreddeer.ca)

for a full list of partners