Small Town Canada
A land of mascots

• Giant goose at Wawa ON
• “Chappy” the Moose at Chapleau ON
Moose Jaw SK
Mr. PG at Prince George BC
• Giant muskie of Gananoque ON
Mundare AB

- Home of the Giant Kolbassa Sausage
Only in Newfoundland ...
DILDO DAYS
27-29 '98
ENJOY A WEEKEND OF FAMILY FUN
St Paul AB

• UFO Landing Pad
Timmins ON

• The Shania Twain Centre
Sault Ste Marie

- Roberta Bondar Place
Why have mascots, festivals, themed facilities?

• Creates place identity, reasons to stop, or visit?
• Tie-in with tourism marketing?
Many small towns are struggling to find a reason to exist

• Agriculture, industry no longer really needs them
  • Sperling MB
  • Snowflake MB
  • Manitou MB
  • Moose Jaw SK plays the Al Capone card