Small Town Canada
A land of mascots

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