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