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## Winter Cities Shake-Up kicks off this week

February 13, 2017

Media are invited to the 2017 Winter Cities Shake-Up, an international conference shaking up preconceptions of winter. Join leaders and innovators from 40 winter cities around the globe as they share out-of-the-box approaches to urban winter living in the areas of culture, design and business.

**Date:** Thursday, February 16 to Saturday, February 18, 2017

**Time:** Morning sessions begin at 8:30 a.m. and go throughout the day

**Location:** Shaw Conference Centre (with various field trips around the city)

### Media opportunities:

- Opening Ceremonies with opening remarks from Mayor Don Iveson, Elder Gilman Cardinal, the Confederacy of Treaty Six First Nations and the Métis Nation of Alberta
- [Many speakers](#) are available for live and taped interviews
- Interview room available at Shaw Conference Centre
- Media passes available
- Media can join field trip activities upon request

### Suggested story ideas include:

- [Latitude 53 Opening Reception](#)  
Media Architecture Design Edmonton's (MADE) Winter Design Exhibition, a showcase of projects that speak and respond to Alberta's winter
- [The Debaters LIVE!](#)  
A comedy stage show made popular by the hit CBC Radio One program. This edition tackles the question: is winter really is the coolest season?
- [Dark + Cold = Depressing? Not in Tromsø, Norway](#)  
Keynote speaker Kari Leibowitz speaks on the Norwegian mindset towards winter well-being
- [5000 square meters of frozen water makes a great place to sleep](#)  
Learn more about ICEHOTEL, the hugely successful undertaking in a Swedish village 200 km north of the Arctic Circle, from its creative director
- [We Bundle Up: Fashion, Function & Flair Fashion Show](#)
- [Downtown Fat Bike Tour](#)  
Local organizations, Blitz Conditioning and Revolution Cycle, will take you on a guided tour of downtown
- [Flying Canoe Races](#)  
A creative homage to the legend of the Flying Canoe where teams race a full-size canoe down a snow-covered hill
- [If we design our cities better, will we be happier?](#)  
Edmonton Top 40 Under 40 recipient, Robin Mazumder, explores the links between urban design and mental health

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### For more information

Find full program schedule and more story ideas at [wintercitiesconference.com](http://wintercitiesconference.com).

### Media contact

[Ramya Velmurugiah](#)

Communications Advisor  
780-496-8226

3rd Floor, City Hall  
1 Sir Winston Churchill Square NW  
Edmonton, AB  
T5J 2R7  
[www.edmonton.ca](http://www.edmonton.ca)  
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