



Winter Cities Shake-Up to showcase the world's coolest season

February 16, 2017

Today's Winter Cities Shake-Up opening ceremonies officially kicked off three exciting days of shaking up our ideas about winter.

Leaders and innovators from 40 winter cities around the globe arrived in Edmonton to share out-of-the-box approaches to urban winter living in the areas of culture, design and business.



"We know plenty of other winter cities doing unique and fascinating things to make this season more livable" says Conference Chair, Susan Holdsworth. "This event is a great opportunity to learn from the best, share insights and foster an international network of those working and living in winter cities."

In addition to inspiring sessions covering topics from hotels made of ice to using winter as a municipal economic driver, the Winter Cities Shake-Up gives participants the opportunity to get out of the lecture hall and into the field.

Program highlights include:

- [Pecha Kucha Night 27](#)
Edmonton's Next Gen celebrates all things winter with rapid-fire presentations on winter cycling, winter river pavilions, nordic walking and more!
- [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
- [Shake-Up Festival](#)
A free outdoor party in the heart of Downtown.

The conference is part of Edmonton's [WinterCityStrategy](#), developed five years ago when Edmontonians embarked on a journey to subvert icy attitudes about winter and celebrate our identity as a proud winter city.

"In a remarkably short time, Edmonton has shifted its way of thinking from the idea that winter is only good for staying inside and hibernating" says Mayor Don Iveson. "Now with about 60 winter events happening from November to March, we have proven our willingness to celebrate the season rather than simply hide from it."

Winter Cities Shake-Up continues February 16-18 at the Shaw Conference Centre.

For more information:

For more information and to see a full [program](#), visit wintercitiesconference.com.

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