

MEDIA ADVISORY – MEDIA ADVISORY – MEDIA ADVISORY



Monster Energy Center of Gravity (COG) 2013 Wrap Highlights

Festival Highlights:

- Attendance: 30,000 (sold out).
- Over 150 athletes and over 26 music performers.
- Brought estimated \$6 million into Kelowna economy in 2013.
- Volleyball – Men's (1st Place): Josh Binstock & Sam Schachter.
- Volleyball – Women's (1st Place): Taylor Pischke & Melissa Humana-Paredes.
- Basketball (1st Place): The Snouts Led by Ross Bekkering, Henry Bekkering, & Robbie Sihota.
- Basketball Slam Dunk (1st Place): Clayton Crellin.

Crowd Control & Clean Up Improvements Implemented - 2013:

- In addition to \$75,000 in private security, COG also invested over \$60,000 in additional RCMP.
- Shuttle Service alleviated downtown core traffic and got people home safely.
- Additional port-o-potties and garbage patrols kept downtown well maintained.
- Post-event clean up crews were the fastest and most thorough to date.
- Soft Close helped with crowd control as guests flush the park.
- COG House took stress off downtown streets by giving guests another venue.

Improvements Planned - 2014:

- Increased security checks for vendors/exhibitors to stop contraband coming into the festival.
- Large free water stations added to the Concert Bowl and beverage gardens to keep festival guests well hydrated.
- Additional planning sessions with RCMP to keep gang activity away from the festival and downtown core.

City of Kelowna Councillor, Colin Basran praised:

"Crowd control and public safety are a top priority for the organizers of Center of Gravity. Scott Emslie and his team are very responsible and strongly committed to work with the City of Kelowna. Every year they listen to recommendations from the Outdoor Events Committee and work hard to make the festival a success on many levels. On top of the huge economic boost the festival brings to the city, it also brings international artists and sports development. Center of Gravity is a positive event for Kelowna and I'm confident the organizers and RCMP will work together to ensure it operates in a safe and controlled environment in future years."

Kelowna Business Support:

- **Sapphire Night Club – Eddy Rancano; Owner:** "Center of Gravity has become a huge attribute to the Okanagan's summer economy. Tripling Kelowna's population, bringing in business to all industries and helping to build our foundation for the slow season ahead. Thank you Kelly & Scott & the COG team for another great year!"
- **Blonde Store – Raegan Hall; Owner:** "My shop Blonde in downtown Kelowna absolutely thrives during Center of Gravity. About 60% of our customers come from that festival for those 3 days. It's retail insanity."
- **Doc Willoughby's – Cory Rerick; Manager:** "We had a great weekend and all of customers were very well behaved. I think the increased security force and RCMP made it enjoyable for people downtown."

Thank you to our media friends for your ongoing support of this event. Wet Ape Productions is committed to working closely with all community stakeholders to make each year better – and you are a key part of that.

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