

News Release

July 29, 2010

**Own a piece of history and support a wonderful social legacy:  
2010 Street Banners On Sale Soon to keep the Olympic Fab Shop Legacy Alive**

Vancouver – Today former VANOC CEO John Furlong stopped by one of the 2010 Winter Games’ most prominent social inclusion programs, the RONA Vancouver 2010 Fabrication Shop. John visited the East 2<sup>nd</sup> Avenue location to personally sign some of the 1600 decorative Games street banners that will soon be available for sale at [vancouver2010.com/store](http://vancouver2010.com/store).

John joined a large group of community and business leaders who have volunteered their time to secure the Fab Shop’s legacy as a skills training and work experience centre for people with barriers to employment who are primarily residents of Vancouver’s inner-city neighbourhoods.

“It is very important for me to be here today to show my support for this legacy project,” said John Furlong. “We touched the soul of the nation with our Games, but the Fab Shop went beyond that and changed lives in the inner city by providing tools for life. I want to encourage everyone to show their support and see this legacy continue for years to come.”

With the Games now over, the Fab Shop’s assets have been donated by VANOC and RONA to the new host for the program: Tradeworks Training Society, a local non-profit ([www.tradeworks.bc.ca](http://www.tradeworks.bc.ca)). Tradeworks is planning to re-launch the program in September 2010 and is now actively fundraising and identifying potential procurement partners to make the overall project a success ([www.thefabshop.ca](http://www.thefabshop.ca)). The sale of the 2010 Vancouver street banners, which were donated to the Fab Shop by the City of Vancouver, promises to be a key fundraiser for the legacy project.

One of the success factors for the Games Fab Shop was that it integrated carpentry and life skills training with a production facility, which gave the trainees ‘real world’ work experience. The talented Fab Shop manager and carpentry instructor are keen to remain with the program.

While government training support and philanthropic fundraising is important, the bigger challenge lies in securing the necessary order volume needed for the Fab Shop’s ‘real world’ business model to be successful. The goal is to source fabrication contracts from repeat purchasers who have a demand for wood products. The Fab Shop can undertake a wide range of projects, from rough to refined carpentry and one-offs to volume production.

Not only will Fab Shop customers be able to meet their procurement needs with sustainable wood products at a competitive price, but they will also support the training and work experience of inner city residents provided by the social enterprise. It is a win-win business decision for any company looking for credible ways to meet social sustainability or other CSR objectives.

“We are encouraged by the support we are now receiving from RONA and some provincial crown corporations to date, but we are going to need many more partners and public support to make this project a success over the long-term,” said Ross Gentleman, Tradeworks Executive Director.

Citizens can participate in this contribution to a healthy and self-sustaining community by purchasing street banners. “This sale of street banners will be an important source of funds for the project,” said Gentleman. “We are lining up some government funding, and we have some support from the business community so far, but this is a novel program that will require community support.”

If you would like to be the first to know when the banners are available for purchase at the online store, sign up for email updates at: [vancouver2010.com/store/create-account.html](http://vancouver2010.com/store/create-account.html). For more information about the Fab Shop, visit [www.fabshop.ca](http://www.fabshop.ca).

### **About the Fab Shop - Games Time History of Real Work Experience**

The RONA Vancouver 2010 Fabrication Shop produced over 11,000 wooden items, everything from ski racks to podiums, between its opening in November 2007 and the 2010 Olympic and Paralympic Winter Games. In all, 64 trainees were recruited to participate in a 6-month program in four waves of 16 people each supported by a series of community non-profit organizations: Tradeworks, the Aboriginal Community Career Employment Services Society (ACCESS), the YWCA and the BC Construction Association.

Training funding from Human Resources and Skills Development Canada (HRSDC) and the provincial Industry Training Authority was vital in allowing the program to remove barriers to employment for the inner-city youth, Aboriginal peoples, at-risk women and new immigrants groups that made their way through the Fab Shop carpentry training program.

### **About Tradeworks**

Tradeworks Training Society has been offering training and employment programs in the Downtown Eastside of Vancouver since 1994. Tradeworks helps foster sustainable independence by providing job-related skills, counselling and work opportunities to at-risk youth, and adult men and women living in the neighbourhood. For more information, visit [www.tradeworks.bc.ca](http://www.tradeworks.bc.ca)

### **Media Contacts:**

Stephanie Snider  
Credence Communications Group  
604.781.8389  
[Stephanie.snider@shaw.ca](mailto:Stephanie.snider@shaw.ca)

Ross Gentleman  
Executive Director  
Tradeworks Training Society  
604.253.9355 ext 240