



Community Torch Relay

Introduction

The Community Torch Relay is more than a ceremonial lead-up to the Labrador Winter Games—it is a unifying celebration that brings together the people of Labrador in anticipation of the Games. By carrying the flame across our vast region, the relay symbolizes the values of community, resilience, and shared heritage. Each stop along the route highlights the unique culture, spirit, and pride of the communities that make up Labrador.

Purpose of the Torch Relay

The primary purpose of the Community Torch Relay is to connect the Games with the wider Labrador region, ensuring that all communities feel included in this special event. It creates an opportunity for residents to actively participate in the excitement of the Games, even if they cannot attend the events in person.

Specifically, the relay aims to:

- **Celebrate Community Spirit:** Showcase Labrador's traditions, culture, and hospitality.
- **Promote Unity:** Strengthen bonds between communities by connecting them through the journey of the torch.
- **Inspire Participation:** Motivate youth, elders, athletes, and volunteers to engage with the Games.
- **Honor Local Pride:** Provide each community with recognition and a role in the larger celebration.

Labrador Communities proposed to be Visited

- | | | |
|--------------------|--------------------------|----------------|
| • L'Anse Au Claire | • Port Hope Simpson | • Sheshatshiu |
| • Forteau | • Charlottetown | • Rigolet |
| • L'Anse Au Loup | • Pinsent's Arm | • Postville |
| • West St Modeste | • Labrador City | • Makkovik |
| • Pinware | • Wabush | • Hopedale |
| • Red Bay | • Churchill Falls | • Nain |
| • Lodge Bay | • Happy Valley-Goose Bay | • Natuashish |
| • Mary's Harbour | • North West River | • Black Tickle |
| • St Lewis | | • Mud Lake |

Benefits to Visiting Labrador Communities

1. **Cultural Recognition**

Each community has the chance to showcase its heritage and traditions to a wider audience. The torch relay highlights these unique qualities, ensuring they are celebrated across the region.

2. **Community Engagement**

The relay serves as a gathering point for celebrations, ceremonies, and local pride. It provides residents with a shared experience that strengthens social ties and promotes unity.

3. **Youth Inspiration**

Seeing the torch pass through their town can inspire young people to participate in sport, recreation, and cultural activities. It promotes healthy lifestyles and encourages the next generation to pursue excellence.

4. **Visibility and Promotion**

Communities along the route gain increased visibility through media coverage and event promotion, showcasing them as vital contributors to Labrador's identity.

5. **Symbol of Inclusion**

By bringing the torch to smaller and remote communities, the relay ensures that all Labradorians—regardless of geography—are included in the excitement of the Games.

6. **Legacy of Pride**

The memory of the torch visiting each community will remain long after the Games conclude, fostering a lasting sense of pride and belonging.

Objectives

1. **Community Engagement and Inclusion**

Ensure that all Labradorians feel a sense of ownership and participation in the Labrador Winter Games, regardless of location.

2. **Cultural Celebration and Recognition**

Highlight and celebrate the unique culture, traditions, and heritage of Labrador's communities through ceremonies, storytelling, and local involvement.

3. **Youth and Athlete Inspiration**

Use the torch relay as a catalyst to inspire youth participation in sport, recreation, and cultural activities.

4. **Regional Unity and Pride**

Strengthen connections between communities, promoting Labrador's identity as a region built on collaboration, resilience, and shared pride.

5. **Visibility and Promotion**

Provide exposure for host communities and Games partners through media coverage, digital storytelling, and community celebrations linked to the relay.

Anticipated Outcomes

- **Enhanced Community Pride:** Local residents experience a heightened sense of belonging and participation in the Labrador Winter Games.
- **Increased Youth Engagement:** Young people are inspired to engage in sport, culture, and volunteerism.
- **Showcase of Labrador's Diversity:** Distinct cultural and community traditions are shared and recognized regionally.
- **Strengthened Partnerships:** Increased collaboration between communities, organizations, and sponsors who share in the visibility of the relay.
- **Media and Promotional Value:** Broad coverage through regional media, social platforms, and organizational communications.

Impact Measures

To assess the success of the Community Torch Relay, the following indicators will be tracked:

- **Community Participation**
 - Number of communities visited
 - Attendance at community relay events
 - Diversity of participants (youth, elders, athletes, volunteers)
- **Cultural Engagement**
 - Number of cultural performances, ceremonies, or traditions incorporated at each stop
 - Feedback from community leaders on cultural recognition
- **Youth Impact**
 - Feedback from schools, recreation groups, and youth organizations
- **Media and Promotional Reach**
 - Number of media stories, features, and social media impressions
 - Engagement levels with relay content online
- **Partner Visibility**
 - Sponsor and partner brand inclusion in media and promotional materials
 - Opportunities for partners to participate in community events



Labrador Winter Games Torch Relay Selection Criteria

The Labrador Winter Games Torch Relay is a celebration of community, culture, and sport across Labrador. Torchbearers will be selected through a fair and transparent process, ensuring broad representation of the people, communities, and values of Labrador.

The following selection criteria will be applied by the Torch Relay Selection Committee:

1. Eligibility & Representation

- Must be a resident of Labrador for at least Six (6) months or be originally from Labrador.
- Representation from a wide range of communities across Labrador.
- Ensure diversity of participants (age, gender, cultural background, Indigenous representation, etc.).
- Open to both athletes and non-athletes, highlighting community members of all walks of life.

2. Community Involvement & Contribution

- Active involvement in community service, volunteerism, or cultural activities.
- Positive role models who embody the spirit of the Labrador Winter Games.
- Recognition of individuals who have made significant contributions to sport, culture, or community well-being.

3. Personal Story & Inspiration

- Individuals with an inspiring personal journey or achievement (e.g., overcoming adversity, promoting wellness, supporting youth).
- Past involvement in the Labrador Winter Games (as athlete, volunteer, organizer, or supporter).
- Storytelling potential — torchbearers who represent the values of perseverance, unity, and pride in Labrador.

4. Youth & Elders Balance

- Inclusion of youth torchbearers (to represent the future).
- Inclusion of Elders (to honour wisdom, tradition, and history).
- Encouragement of intergenerational participation (e.g., family pairings).

5. Logistical Considerations

- Physical ability to safely carry the torch over the designated distance.
- Willingness to participate in media/promotional activities.
- Availability on the relay dates and commitment to training/orientation sessions.

6. Symbolic & Cultural Representation

- Inclusion of Indigenous torchbearers to honour Labrador's rich cultural heritage.
- Consideration of individuals representing traditional practices, language, and land connection.
- Representation from athletes in traditional Labrador Winter Games events.

7. Fairness & Accessibility

- Transparent and inclusive selection process (e.g., nomination + selection panel).
- Opportunity for both public nominations and organizational/committee nominations.
- Balance between high-profile community leaders and everyday Labradorians.



Labrador Winter Games Torch Relay Nomination Form

The Labrador Winter Games Torch Relay is a celebration of community, culture, and sport. Torchbearers will represent the spirit of the Games and the people of Labrador. Please use this form to nominate yourself or someone else to be considered as a torchbearer.

Section 1: Nominee Information

Full Name: _____

Mailing Address: _____

Community: _____

Phone Number: _____

Email Address: _____

Date of Birth: _____

Gender (optional): _____

Indigenous Affiliation / Cultural Background (optional): _____

Connection to Labrador (if not a resident): _____

Section 2: Nominator Information

(If you are nominating yourself, please indicate 'self-nomination' in the Relationship to Nominee question)

Full Name: _____

Phone Number: _____

Email Address: _____

Relationship to Nominee: _____

Section 3: Community Contribution

Please describe the nominee's involvement in community service, sport, cultural activities, or volunteerism.
(Approx. 200 words)

Section 4: Personal Story & Inspiration

Why should this person be selected as a torchbearer? Please share an inspiring personal story, achievement, or example of leadership.
(Approx. 200 words)

Section 5: Connection to Labrador Winter Games

Has the nominee previously participated in or contributed to the Labrador Winter Games?

YES / NO - If Yes, please provide details below:

Section 6: Availability & Commitment

I confirm the nominee is available to participate in the Torch Relay on the scheduled dates. Yes / No

I confirm the nominee is physically able to safely carry the torch over a designated distance. Yes / No

I confirm the nominee is willing to participate in orientation/training and media activities. Yes / No

Section 7: References

Name: _____

Phone: _____

Email: _____

Relationship to Nominee: _____

Name: _____

Phone: _____

Email: _____

Relationship to Nominee: _____

Section 8: Declaration

I certify that the information provided in this form is accurate to the best of my knowledge.

Signature of Nominator: _____ Date: _____

Submission Instructions:

Completed forms must be submitted by November 30th, 2025 to:

Labrador Winter Games Torch Relay Committee – labradorwintergames2026@gmail.com

Privacy Disclosure:

All personal information collected via the nomination process will be safely secured by the Labrador Winter Games Association and will not be provided to any external or third parties.