



## Olympic Superstore

### Fact Sheet

- The 2010 Olympic Superstore, located inside the Bay store at 674 Granville St. in downtown Vancouver, is scheduled to open in fall 2009 as the one-stop shopping destination for all official licensed merchandise of the Vancouver 2010 Olympic and Paralympic Winter Games.
- Approximately 1,800 square metres (20,000 square feet) on the main floor of the Bay's iconic downtown heritage building will be converted to provide a unique 2010 Winter Games shopping experience, just steps away from the bustling shopping destination of Robson Street. Based on past Games, 10,000 people are expected to visit the location each day.
- The 2010 Olympic Superstore at the Bay will serve as *the* anchor retail location for the 2010 Winter Games. Official licensed merchandise may also be purchased at Olympic Stores located at Vancouver International Airport and in Whistler, BC, as well as at [vancouver2010.com](http://vancouver2010.com) and in all competition and non-competition venues.
- This location marks the first time in Olympic history that an Olympic Superstore will be housed within an existing retail establishment, rather than a temporary structure. The Olympic Superstore was first introduced at the Sydney 2000 Games. An independent VANOC licensed operation located within the Bay building, the Olympic Superstore is an official site of the 2010 Winter Games.
- Unique features of the store will include a full service café offered by Coca-Cola, a "pin wall" and dynamic fixtures and layout to facilitate a positive shopping experience.
- The Olympic Superstore will operate during regular operating hours at the Bay leading up to the Vancouver 2010 Olympic Winter Games, with extended hours starting February 12, 2010 when the Games begin.
- In recognition of Visa's longstanding support of the Olympic Games, the Vancouver 2010 Olympic Superstore proudly accepts only Visa cards and cash.
- The Bay intends to increase staff to ensure customer service exceeds expectations. In addition to many convenience-focused features, including easy access racks and simple product displays, the company is aiming to have one staff member for every 10 people in the store during peak operating hours.

- Staff at the 2010 Olympic Superstore will provide service in both official languages. In addition, multilingual staff will be available.
- The Bay will remain open during the construction of the Olympic Superstore. Parking is available on Seymour Street or under Pacific Centre, but guests are urged to be aware of possible road and travel restrictions.

