



Olympic Superstore

Fact Sheet

- The 2010 Olympic Superstore, located inside the Bay store at 674 Granville St. in downtown Vancouver, opens on October 1, 2009. The Olympic Superstore is the one-stop shopping destination for all official licensed merchandise of the Vancouver 2010 Olympic and Paralympic Winter Games and official 2010 Canadian Olympic Team replica apparel.
- Approximately 1,890 square metres (21,000 square feet) on the main floor of the Bay's iconic downtown heritage building has been 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 Olympic Superstore 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 www.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.
- The Hudson's Bay Company has joined forces with Offsetters — the first ever Official Supplier of carbon offsets to the Olympic and Paralympic Games — to meet the goal of hosting a carbon neutral Games by voluntarily offsetting the operations of the Olympic Superstore.
- Approximately 1,000 pieces of official licensed Vancouver 2010 merchandise of the Games, including pins, T-shirts and plush mascot toys, are available to purchase at the Olympic Superstore. Thirty-five of 42 Vancouver 2010 licensees are represented within the store.
- Unique features of the store include: a full-service café offered by Coca-Cola; a 14-metre pin wall that can hold 21,000 pins; a display of special edition watches from the 2010 Winter Games and past Games presented by Swatch; a concierge service offered by Purolator to ship purchases to a customer's hotel or anywhere in the world; and replica Olympic Torches presented by Bombardier. More than a third of the store's space is also dedicated to children's products.
- 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. The Superstore will close at the end of the Paralympic Winter Games in late March 2010.

- In recognition of Visa's longstanding support of the Olympic Games, the Vancouver 2010 Olympic Superstore proudly accepts only Visa cards and cash. Twenty-four Visa cash desks are available for easy checkout.
 - 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.
 - Parking is available on Seymour Street or under Pacific Centre, but guests are urged to be aware of possible road and travel restrictions particularly during the Vancouver 2010 Olympic and Paralympic Winter Games period.
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