



---

# **NEWS RELEASE**

---

## **“A NEW GAME” FOR THE ABBOTSFORD CENTRE INCLUDES NEW OPERATING AGREEMENTS WITH GLOBAL SPECTRUM**

*...new management and operating agreements of community facility will afford savings to the City of Abbotsford immediately and in future years*

**TUESDAY, APRIL 15, 2014 (ABBOTSFORD, B.C.)** – Global Spectrum, the operator of the newly renamed Abbotsford Centre, has agreed to renegotiate its management and operations contracts as part of the provisions of “A New Game”, the new strategic direction for the community facility. The new direction envisions revenue-positive anchor tenants, expanded community access and the streamlined operating agreements with Global Spectrum.

“Our renegotiation of the building management and operations agreements with Global Spectrum is simply designed to lower costs,” said Mayor Bruce Banman. “We acknowledge and appreciate the willingness of Global Spectrum to work with us as true community partners in the development of our ‘A New Game’ strategic direction and their commitment to the development of the Abbotsford Centre as a regional hub for the Fraser Valley.”

*A New Game* also includes activation of new revenue streams such as naming rights.

“We are dedicated to developing dynamic new agreements that best serve the changing circumstances and requirements of the City of Abbotsford and we’re pleased to be taking the steps required to enact a new approach effective immediately,” said John Page, President of Global Spectrum. “As Abbotsford City Council has indicated, we want to be seen as true community partners in this new chapter for the Abbotsford Centre and we’re excited by the challenge and the opportunity.”

The renewed agreements with Global Spectrum are key cogs in “A New Game”, which is being implemented to save well more than \$5 million overall over the course of the next five years (with savings coming as well from the termination of a supply agreement pertaining to the Abbotsford Heat of the American Hockey League).

“The relationship with Global Spectrum has been, is and will continue to be an important one for the City of Abbotsford as we strive to realize a new vision for the Abbotsford Centre,” said Mayor Banman. “Global has a key role to play in the operations, promotion, growth and development of this key community asset and we look forward to working with them to revitalize all aspects of the operations of the facility in the years to come.”

--- 30 ---

**Contact:**

**Katherine Jeffcoatt, Director of Communications, Marketing & Strategic Planning**  
**City of Abbotsford Email: [kjeffcoatt@abbotsford.ca](mailto:kjeffcoatt@abbotsford.ca) Tel: 604.557.4421**