

Media Release

For Immediate Release

Innovative “Shell Launch Pads” Welcome Spectators at WorldSkills Calgary 2009

June 11, 2009, Calgary, AB - WorldSkills Calgary 2009 Ltd. and Shell Canada announced today an innovative addition to their program, the Shell Launch Pads. The Launch Pads welcome spectators while ensuring visitors get a safe and efficient orientation in an organized, designated area. Large tents will be situated at Stampede Park, the host venue of the 40th WorldSkills Competition.

“The Shell Launch Pads will provide spectators with the important information they need to get the most out of WorldSkills Calgary 2009”, says Richard Walker, President and CEO of WorldSkills Calgary 2009 Ltd. “Minimizing safety risks and emphasizing precautionary learning is routinely practiced in the trades. The Shell Launch Pads are a way to model that behaviour as part of the event.”

When they arrive, spectators will be ushered to a Shell Launch Pad to receive orientation on many of the competitions and attractions, such as the Global Skills Village, Skills Ambassador Kiosks and Try-A-Skill, and watch a brief video highlighting the attractions. Volunteers will greet spectators and provide them with important information and answer questions before entering the competition area and Global Skills Village.

“We’re supporting the Shell Launch Pads to help WorldSkills Calgary 2009 engage and excite spectators about careers in the skilled trades,” said Catherine Freeman, Senior Social Investment Representative, Shell Canada Limited. “Skilled tradespeople are critical to the success of our industry. There is a great need to attract more apprentices to fill the demand created as tradespeople retire and to help our industry meet its future growth plans.”

Through intense competition in 45 skill categories, WorldSkills Calgary 2009 promotes excellence and encourages global competency standards within the skill, trade, and technology industries. WorldSkills Calgary 2009 will welcome the world through the 51 Member countries/regions of WorldSkills International.

Global Founding



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The 40th WorldSkills Competition is coming to Calgary, Alberta, Canada from September 1 – 7, 2009. The organizing committee, WorldSkills Calgary 2009, is leading the event coordination with support from WorldSkills International, Skills/Compétences Canada, and Skills Canada Alberta.