

1978 - 1981

90 cm. of textual records and other material

Series consists of records relating to the fundraising initiatives of the host society of the Jeux Canada Games 1981. Included are records documenting corporate and public donations, gifts-in-kind and corporate sponsorship programs. Also included in this series are the records of the Public Relations division of the host society, which had the responsibility of developing advertising campaigns and other promotional strategies. Included in the records of the Public Relations division are details on the activities of the Friends of the Games, who oversaw the fundraising initiatives for the host society. Included are documents regarding the National Fundraising Campaign and appeals for support addressed to a variety of corporations across Canada.

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A File Inventory is available for this series.

Related records in the same fonds: For additional information on fundraising and publicity see also Series 419: Communications and Media Coverage.