

FOR IMMEDIATE RELEASE

CARIBOO tourism bats a thousand at Barkerville's annual Sports Day and Pie Eating Contest

Barkerville BC, August 11th, 2009 - More than 1000 visitors from around the world - including nine Canadian provinces, three US states, South America, Germany, Switzerland, the United Kingdom, central Europe, the Netherlands, Scandinavia, Asia and the South Pacific - flooded into Barkerville Historic Town for the 6th Annual Williams Creek Sports Day and Pie Eating Contest this past Saturday, August 8th.

The day's weather stayed warm and sunny despite early thunderstorm-warnings from several national weather desks - and all reports indicate a "grande olde tyme" was had by all.

Traditional gold rush era sporting events began at 1:00 PM (Pacific Daylight Time) with the ever-popular children's Broad Jump. Fun continued throughout the afternoon. An exciting Ladies Nail Driving competition was followed by the eagerly-anticipated children's Funny Face contest, Peanut Toss and Cracker Eating/Whistle race. Later in the day dozens of adult ladies stepped up to the starting line once again for a heated Egg and Spoon Race, which was followed by a tumble-filled Sack Race for children, a grunt-filled adult men's 20-lb hammer toss, and a hair-raising Egg Toss that paired adult partners with their minor counterparts (no pun intended) for some hair-raising, shell-cracking fun. Barkerville's time-honoured, adults-only Greasy Pole Climb finished off the festive day of sport - after a slippery, soapy, "death-defying" 22-foot ascent the Pole Climb winner walked away with sore arms, but in good "spirits" (his prize was the traditional bottle of "Yukon Jack.")

At the close of the afternoon's athletics, the crowd made its way to Barkerville's Goldfields Bakery, where several long tables laden with banana cream pies awaited the not-so-feint-of-stomach. First, the children's heat took their seats - two tables of seven contestants each - and later the adults took a turn. The rules were simple, and the same for both teams: eat the entire pie in front you - *without* using your hands - and only eat it *once*. Two rounds of gastronomical mayhem ensued. Ultimately a winner was called for each heat - once enough banana cream was wiped away to recognize the grinning face beneath - and afterwards the 1000+ gathering dispersed quietly into another beautiful Barkerville evening.

James Douglas, Barkerville's new Marketing and Communications Specialist, is encouraged by the amount of activity he has seen in the Cariboo Chilcotin Coast's tourism sector over the past couple of months - especially at Barkerville. Saturday's enthusiastic Sports Day attendance only adds to his encouragement.

"Barkerville saw 300 more visitors this week than we did this same time last year, during a summer season that has seen reductions of 20-30% in other areas of the province," Douglas says. "The August long weekend brought several thousand visitors our way - thanks in part to the biggest ArtsWells Festival yet - and the number of local and local-to-British Columbia guests who are choosing to 'stay-cation' in their own province this year seems to be reflected in our August 8th Sports Day turnout. As we get closer to the Olympics and Vancouver 2010, I think interest in the Cariboo and Barkerville will only intensify - and that this interest will spill over into our 2010 summer season. The world's attention is focusing on British Columbia as we speak, and the Cariboo Chilcotin Coast *is* British Columbia. I think we cannot help but benefit from that attention, economically and recreationally."

If the local and international turn-out at this past weekend's Williams Creek Sports Day and Pie Eating Contest is any indication, it would seem the recreational benefits have already begun.

For more information on seasonal and special events occurring at Barkerville Historic Town, please visit www.barkerville.ca.

IMAGES OF BARKERVILLE'S 2009 SPORTS DAY AND PIE EATING CONTEST

Please feel free to download and publish any of the eight high-resolution images contained in the following Picasa web album, without need of further permission, for use in conjunction with the above information.

Photo credit: James Douglas.

You are invited to view james.douglas's photo album: [Barkerville Sports Day & Pie Eating Contest 2009](#)

Barkerville Sports Day & Pie Eating Contest 2009

Aug 8, 2009

by james.douglas

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Message from james.douglas:

Here are eight photos from Barkerville's annual William's Creek Sports Day and Pie Eating Contest - Saturday, August 8th, 2009. If you are having problems viewing this email, copy and paste the following into your browser:

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