



Olympic spirit to hit Yonge and Dundas

Toronto may have lost out on the 2008 summer Olympics, but a local developer is hoping the city's spirit lives on.

PenEquity Management Corp. is building the world's first "Olympic Spirit" centre on the southeast corner of Dundas and Victoria Sts., the company said yesterday.

The \$32 million facility, fully sanctioned by the International Olympic Committee, is a combination museum and theme park and will include a 360-degree cinema, interactive games simulating Olympic sports and loads of displays highlighting key moments in Olympic Game history.

About 60 per cent of the displays will focus on international athletes and 40 per cent on Canadian talent.

Interactive simulators will allow people to run the 100-metre

dash against the world's fastest sprinters, said Gary Goddard, chairman of California-based Landmark Entertainment Group, which is creating the interactive components. The attractions will change constantly to keep things fresh, Goddard promised.

PenEquity said it expects 550,000 visits a year to the 50,000-square-foot complex, to be completed in the fall of 2003. Adult admission is to be around \$18.

Canada's financially challenged Olympic athletes will benefit through royalty fees.

Toronto will be the first of many locations around the world, thanks to "rising consumer interest in the Olympics," said Markus Jerger, chairman of the Olympic Spirit Group, which controls the global licensing rights. "We hope in 10 years we have five to 10 sites."

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