

# PIN Numbers

NANCY MACPHEE

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## SUMMERSIDE

They're the pin people of the Canada Games. Laurie Artiss Ltd. has been the pin provider of the past six Canada Games.

"They're a great icebreaker because everybody appreciates pins, to give and receive," Chris Pasterfield said of the pin's popularity. "It breaks the ice between athletes. It gives them a nice opening line to talk to people, to meet people from other provinces. It provides a bit of a memory, a bit of a legacy from their trip."



Chris Pasterfield unveils the pin-of-the day in his kiosk at Credit Union Place in Summerside. His company has designed pins for the past six Canada Games.

Pin trading and collecting has been part of the Games since its inception. The Week 1 pin-trading centre at Credit Union Place was busy with athletes, coaches and pin collectors perusing pins designed especially for these Games.

More than 18 months ago artists began designing 2009 Canada Games pins. Fifty pins – not including sponsor pins and those for provinces and territories – were conceived. There are 18 sport pins, others depicting mascots Eddie and Abbie, the arts, food service and athlete village pins . . . The list goes on and on. "They become a medium of conversation, for friendship . . . memories, for remembering

sporting activities, gold medals and great days," said Pasterfield. "It's a bit of a carnival, a bit of a festival to the sporting event."

Each day a special pin is unveiled. The Day 1 pin, commemorating the opening ceremonies, so far is the most popular pin of the Games. Another popular pin is the lobster set, a boat hauling three lobster traps, each representing P.E.I.'s counties.

Most come with a red lobster in one of the traps, but some have a surprise.

"We put a few of the lobsters in a nice blue colour and threw them into a few sets just to have some fun," said Pasterfield. "It's the luck of the draw."

He's seen a handful of avid Canada Games pin collectors stop by during Week 1.

"They'll come here with Canada Games pins from many years back and it serves as a great conversation piece for some of those coaches who were at those earlier Games and a great delight for people coming to their first Games."

Some have even given out a pin or two, to start a youngster collecting.

"They've been absolute assets to the pin trading of the Games," said Pasterfield. "I think we've made 3,000 pin collectors at these Games."

He called it "an absolute delight" to be part of the Games. "Just the ambiance of the Canada Games and knowing what pins contribute to it, it's just a great reward."