

BaAM Productions creates three “panamazing” ceremonies for TO2015 Pan Am and Parapan Am Games to rave reviews from audiences, athletes and organizers.

The 2015 Pan and Parapan American Games have officially drawn to a close in Toronto. B5C - BaAM's joint venture partnership with FiveCurrents - proved to be creative and production magic: creating three ceremonies for the Games, all hailed as “panamazing” successes by audiences, athletes and organizers. The events presented an effective balance of creative entertainment and storytelling elements, headline talent and protocol segments. The parade of athletes was a highlight within each ceremony, using original music and fanfare to welcome athletes from all 41 Pan American countries, supported by a crowd made up of families and supporters from all countries, reflecting the cultural diversity of the region.

First, the TO2015 Pan Am Games Closing Ceremony was presented to a huge crowd at the Rogers Centre on Jul 26, 2015. Saäd Rafi, TORONTO 2015 CEO, noted that, “Tonight was more than a Closing Ceremony. It was a victory celebration... At these Games, hope won out, optimism prevailed and community spirit carried the day.” That sentiment was the inspiration behind the show's creative segments, aimed at showcasing the “People's Games” and the multicultural communities of Toronto and the Greater Golden Horseshoe. The theme “unity through diversity,” inspired creative portions of the Ceremony program including “TOTV” and “Toronto by Twos,” which celebrated the diverse cultures that make up Toronto and the surrounding region. The vision was brought to life by a cast of professional and volunteer performers within a show that combined incredible media, inspiring original music, stunning costumes and props all set on a massive stage with a dynamic scenic backdrop. In “Toronto by Twos,” the artistic layers seamlessly overlapped and transitioned from one culture into the next, from Tai Chi to Celtic dance; Afro-Caribbean carnival performance to a traditional Bhangra folk dance; and more, effectively celebrating the cultural diversity of the Greater Golden Horseshoe. Each new performance seamlessly blended into the next, highlighting the connective threads that we all share and a common joy through the celebration of art and sport. Images of the spectacular finale fireworks show set off from the CN Tower has become one of the iconic images of the games.

On August 7th, the Parapan Am Games Opening Ceremony at the brand new CIBC Athletics Stadium at York University was a joyful welcome to the largest contingent of Parapan athletes ever. The entertainment segments told a story of hope and inspiration followed by performances from four First Nations and Métis groups. The torch relay ended in the stadium with torchbearers Sgt. Steve Daniel, Cpl. Dominic Larocque, Rick Mercer, Rick Hansen and the Parapan Am Games community cauldron being lit by Chantelle Peticlerc.

The final celebration on August 15, 2015 was a “blow-out party” at Nathan Phillips Square in central Toronto where the Closing Ceremony of the Parapan Am Games became the grand finale to the largest multi-sport games ever held in Canada. The show featured a line-up of Canadian talent including poet Mustafa delighting the crowd with soulful spoken word to help extinguish the flame, along with musical artists Swing, Sean Jones, Megan Patrick and Wyclef Jean, creating a memorable celebration for the citizens of Toronto and visitors from around the world. The evening ended with a fantastic fireworks show illuminating City Hall set to Serena Ryder’s Pan Am Anthem “We are One”.

As a Toronto-based creative production agency, BaAM is honored to have been part of the Ceremony producing team, using our world class event experience to celebrate a successful international sporting event in our hometown.

As co-producers, BaAM’s staff were assigned to the creative, operations, and administrative teams behind the Ceremonies; and working closely with Live Nation, the Official Live Music Partner for the TORONTO 2015 Pan Am/Parapan Am Games.

BaAM President and Ceremonies Producer Annemarie Roe said, “It was really a fantastic opportunity for the BaAM team to go back to our theatrical roots and produce a spectacular that required our creative and management expertise in everything from costume design to fireworks. We are honoured to have been part of an entertainment production that will be remembered as a legacy of the TO2015 Pan Am and Parapan Am Games for years to come.”

TO2015 Vice President, Opening and Closing Ceremonies Keith Davenport echoed Roe’s sentiments: “How fortunate for the Organizing Committee that we had such a talented and capable resource to draw on locally.” He went on to say, “Your entire extended team, in technical, production, operations, casting, costumes, props and creative lighting, music, choreography or imagery have helped us lead a positive change for sport, arts and culture not only in the greater Toronto area and Greater Golden Horseshoe that is Ontario; but it reaches far beyond into the hearts and souls of every broadcast viewer that our Pan American Games Closing Ceremony and Parapan Ceremonies reached. We continue to get positive feedback from every single client group about the productions and experiences that these shows delivered. Simply stated...they were remarkable.”

Follow the links below to read more about the spectacular close to the TORONTO 2015 Pan / Parapan Am Games:

[Pan Am Games closing ceremony 'a victory celebration' for Toronto](#)

[TORONTO 2015 Pan Am Games End on a High Note](#)

[Pan Am flag heads to Peru – “Tens of thousands of people gathered at the Rogers Centre Sunday night to bid farewell to 2015 Pan Am Games.”](#)

[Toronto 2015 Parapan Am Games Praised As The 'Largest, Loudest And Best Ever'](#)

BaAM Productions

BaAM is a creative production agency specializing in the unique requirements of high profile and large scale sports, cultural and entertainment projects. Clients include the National Hockey League, Major League Baseball, the National Football League, FIFA, the Canadian Football League, Stanford University Alumni Association and the Los Angeles Kings. Follow us on Twitter @BaAMProductions and visit www.baamproductions.com to stay up-to-date with all of our exciting projects and events.

About TO2015

The TORONTO 2015 Pan American Games took place July 10–26 and the Parapan American Games August 7–15. The TORONTO 2015 Games were funded by the Government of Canada, the Province of Ontario, as well as Lead Partner CIBC and other partners and sponsors.

The TORONTO 2015 Pan Am/Parapan Am Games Organizing Committee (TO2015) was tasked with managing and delivering the Games. It worked to bring some of the world's best athletes and artists to Toronto and the Greater Golden Horseshoe region, giving Ontarians a unique chance to be part of the action, and making the region a hub for sport.

For more information about the Games, please visit TORONTO2015.org or follow [@TO2015](https://twitter.com/TO2015), [@TO2015_fr](https://twitter.com/TO2015_fr) (French) or [@TO2015_es](https://twitter.com/TO2015_es) (Spanish).

For more information about BaAM, please contact:

Christine Kerr, Vice President

p: (416)234-7266

e: christine@baamproductions.com