

# Tangible Olympic memories for sale

By Kathryn Reed

WHISTLER, British Columbia – Shopping probably should be added as an Olympic sport. Merchandising already seems to be one.

It's a bit overwhelming all the trinkets that can be purchased in British Columbia.



Olympic pins could drain a person's wallet.

Photo/Kathryn Reed

Pins have been traded at several Olympics. It's hard to know why they need to be traded when nearly every store in Whistler was selling them before the Games began. Maybe they are sold-out now that the Olympics are halfway over.

Some pins are for an individual event. Some have a single flag representing a specific country. Many have the U.S. and Canadian flags.

Most cost about \$8.

For those ordering a bottle of wine at the Wildflower restaurant at Fairmont Chateau Whistler a pin is given to all

those imbibing – at least that was the case before the Games started.

Stuffed versions of the three official and one unofficial Olympic mascot are everywhere.



Olympic  
mascots are  
everywhere in  
Whistler.  
Photo/Kathryn  
Reed

Quatchi is a young Sasquatch, also known as the legendary Bigfoot, from the Pacific Northwest forests. Miga is a sea bear that lives off the British Columbia coast. Sumi is an animal spirit displaying legendary traits. Mukmuk, the unofficial mascot, is a marmot from Vancouver.



All things  
Olympian are  
for sale.  
Photo/Susan  
Wood

Even though Olympic goods ranging from clothing to all kinds of drinking glasses to postcards are in many of the stores, there's a store in Whistler that only sells Olympic merchandise.