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For Immediate Release

**Great Packages and Deals in the ‘Choose Your Shoes’ Winter Escapes to Calgary
Hurry – Pick your package before February 28, 2010**

(Calgary, Alberta) – Whether you’re looking to soothe your soul, take a walk on the wild side, or jump into the action, just ‘choose your shoes’ and escape to Calgary.

‘Choose Your Shoes’ is the theme — and the invitation — for a new Tourism Calgary **Winter Escapes** regional campaign that debuted earlier this month. **Winter Escapes** offers a variety of week-end hotel and entertainment packages that make it easy, affordable and fun to have a mini-vacation in Calgary.

There are kid-friendly packages like ‘roar with the dinosaurs’, or, getaways for grown-ups like shop ‘til you drop’, cheer on the Flames, or take a polar bear dip. The **Winter Escapes** campaign features 17 packages to choose from starting at \$119.

The campaign also features an upscale, unforgettable **Urban Escape Contest**. Enter online. [Contest closes on February 14, 2010.](#)

Packages, a comprehensive list of things to see and do, and contest details are all available online at chooseyourshoes.ca

Winter Escapes is presented with the support of Travel Alberta, the Calgary Hotel Association and Calgary Arts Development, and runs until February 28, 2010.

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About Tourism Calgary:

Tourism Calgary is a not-for-profit, membership based organization specializing in the marketing and promotion of Calgary and area as the destination of choice for leisure and business travel. For over 50 years Tourism Calgary has been the only organization dedicated to this purpose, and has grown to include a network of close to 500 businesses from city attractions and accommodations to arts and entertainment venues and transportation outlets.

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