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For Immediate Release

**Calgary Flames, Heritage Park, WinSport Canada, and WorldSkills Calgary 2009  
Finalists for Calgary White Hat of the Year Award**

(Calgary, Alberta) – Tourism Calgary released this morning, the four finalists for the prestigious White Hat of the Year Award, at tonight's Calgary White Hat Awards gala at the Jubilee Auditorium. The *White Hat of the Year* is an honorary award recognizing a group, individual or organization that has significantly enhanced awareness of Calgary and its reputation. The finalists, each of which has made a significant contribution to Calgary during the past year include:

- **The Calgary Flames Hockey Club** – for their long-term positive impact on the Calgary community, and a legacy of inviting the world to Calgary, supporting and hosting major national and international events, including the Tim Hortons Brier, the address given by His Holiness the Dalai Lama, and the Grey Cup Gala and Simulcast, among others.
- **Heritage Park Historical Village** – a truly unique, year-round attraction, Heritage Park's \$65 million Heritage Town Square expansion opened in 2009 with the world-class Gasoline Alley Museum, the Haskayne Mercantile Block, and the 1893 CPR station, attracting thousands of new visitors to the city and creating dozens of new jobs.
- **WinSport Canada** – one of Calgary's most enduring and visible Olympic legacies, WinSport Canada continues to be a major driver of sport tourism. WinSport hosted a total of 48 provincial, national and World Cup events during the 2009/2010 season, enhancing Calgary's reputation as a great sport and host city, bringing new visitors and acclaim to Calgary.
- **WorldSkills Calgary 2009** – organized and hosted the 'best ever' WorldSkills competition, bringing 848 competitors and thousands of delegates from around the world to Calgary for one magical week in September. The event generated an estimated \$100 million in economic activity, a renewed focus on the skilled trades, and millions in community legacies.

The Calgary White Hat Awards gala, celebrates the 'best of the best' in the tourism and hospitality industry, recognizing nominees, finalists and winners in 24 individual categories - from bus and shuttle drivers, to bartenders and servers, tour guides and in-flight attendants.

The four honorary awards include the *Mayor's White Hat Award* (presented by Mayor Dave Bronconnier), which goes to an individual demonstrating a high-level of commitment and service excellence over an extended period of time, the *Doug Johnson Service Award* for 20 years continuous service excellence, and the *Media Recognition Award* for contribution to the community, as well as the *White Hat of the Year Award*.

Denny Morrison, Olympic Gold Medalist in Speed Skating at the Vancouver Games, will be a celebrity presenter, with Gord Gillies, Global Television News Anchor returning as MC.

A record number of 740 nominees were received this year, a tribute to the frontline workers, behind-the-scenes employees and visionary leaders who are the lifeblood of the hospitality and tourism industry. Tourism in Calgary is \$1 billion industry, and employees one in ten Calgarians.

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**About Tourism Calgary**

Tourism Calgary is Calgary's Destination Marketing Organization. Representing the tourism industry and almost 500 members, Tourism Calgary brings Calgary to the world and the world to Calgary for meetings and conventions, leisure travel, and sport, culture and major events. Tourism in Calgary annually contributes over \$1 billion in economic impact to the local community.

**Tourism Calgary – Calgary's Destination Marketing Organization**

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