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For Immediate Release

Calgary Wins Bid for 2011 and 2012 Canadian Track & Field Championships

Events to serve as trials for 2011 World Championships and 2012 Olympic and Paralympic Games

(Calgary, Alberta) – Athletics Canada announced today that Calgary has won the bid to host the Canadian Senior Track & Field Championships for both 2011 and 2012.

Both editions bring added excitement as the 2011 event will serve as the World Championship Selection Trials, and the 2012 event will serve as the Selection Trials for the Olympic and Paralympic Summer Games in London.

Calgary's bid came out on top following a record-breaking number of bids to host the events.

"The response and enthusiasm in hosting Athletics Canada events has been one of, if not the largest in our history. Certainly the quality of bids has never been better," said Joanne Mortimore, Athletics Canada Chief Executive Officer. Mortimore added, "Athletics Canada is confident that the Calgary Track Council, Tourism Calgary, The City of Calgary and all other parties involved in putting the bid forward will now turn their attention on delivering a first class event for the athletes, for our members and for track and field fans across Canada."

Winning the bid for the Canadian Track & Field Championships is one more testament to Calgary's reputation as a sport-friendly destination and a great host city.

The Calgary Track Council, the umbrella organization of all track clubs in Calgary served as the Bid Champion with support from Tourism Calgary, the Calgary Sport Tourism Authority (CSTA) and The City of Calgary. The Calgary Track Council will now take on the role of Host Organizing Committee.

"We aggressively pursued this opportunity, and the team put together an excellent bid package to secure the events. We are grateful to Athletics Canada for the opportunity," said Doug Mitchell, Chairman of the Calgary Sport Tourism Authority (CSTA). "Sport is at the very heart and soul of who we are as a city. Not only do events like these provide benefits to our growing sport tourism industry, they provide community legacies along with branding and promotional opportunities that enhance Calgary's position as the premier host of sport and culture events in Canada."

"We are absolutely thrilled to be selected as the host city for the Canadian Track & Field Championships," said Randy Williams, President & CEO of Tourism Calgary. "We look forward to working with Athletics Canada, Athletics Alberta, The City of Calgary, the Calgary Track Council, the Calgary Sport Council and the local community in the ongoing planning and delivery of exceptional events and an extraordinary Calgary experience."

This is only the second time in Calgary's history that the city has been selected to host an Athletics Canada championship. Calgary previously hosted the Canadian Junior Track & Field Championship in 2000.

The 2011 and 2012 Canadian Track & Field Championships will be held in June of each year at Foothills Athletic Park which will undergo a previously planned major upgrade prior to the 2011 event.

(more)

Upwards of 1000 athletes (able bodied and para athletes) are expected for each event, along with 300 coaches, 300 medical personnel, 100 officials, 100 volunteers, 60 media and 60 host broadcasters.

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Media contacts:

Tourism Calgary

Barbara Warburton

Communications

T: 403.750.2373

E: barbaraw@tourismcalgary.com

Athletics Canada

Mathieu Gentès

Director, Public Relations & Corporate Services

T: 613. 260.5580 ext. 3303

C: 613.868.7692

City of Calgary

Shelley Shea

Manager, Arenas/Athletic Parks & Sport Development

T: 403.268.2729

E: shelley.shea@calgary.ca

About Tourism Calgary

Tourism Calgary is Calgary's Destination Marketing Organization. Representing 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 annually contributes over \$1 billion in economic impact to the local community.

About the Calgary Sport Tourism Authority

The Calgary Sport Tourism Authority proactively bids for and attracts international sport events that offer significant branding and promotional opportunities, community legacies and benefits to the tourism industry; further promoting and positioning Calgary as a premier host of sport events in Canada.

Tourism Calgary – Calgary's Destination Marketing Organization

200, 238 – 11 Ave. S.E., Calgary, AB T2G 0X8

Fax: 403-262-3809 Toll Free: 1-800-661-1678

www.tourismcalgary.com