

**The 47<sup>th</sup> Annual Calgary White Hat Awards**

*Filled to the brim with glitz, glamour and excellence in customer service*

Calgary, AB – March 31, 2009: As one of the most unique tributes to outstanding customer service and a distinct Calgary tradition, the **47<sup>th</sup> Annual Calgary White Hat Awards** will honour our city's best in the hospitality and tourism industry at **7:00 p.m., April 9** from the **Southern Alberta Jubilee Auditorium**.

More than 700 nominees – ranging from waiters, waitresses, bus and shuttle drivers, bartenders, valets and other service industry representatives – were nominated this year. Winners will receive a coveted white Smithbilt cowboy hat – a token of appreciation for their dedication to the industry and a symbol of Calgary's genuine western hospitality.

**Don't miss your opportunity to become a part of this year's celebration** – join the hospitality and tourism industry as we recognize the individuals whose service excellence, friendliness and civic pride have enriched the Calgary experience.

**Ticket purchase deadline is Monday, April 6, 2009.** Individual tickets for the event are \$30 or \$25 for groups of seven or more. For more information, or to purchase tickets, please call 403-750-2383, or visit [www.tourismcalgary.com](http://www.tourismcalgary.com).

Described as the "Academy Awards" of the hospitality and tourism industry, the Calgary White Hat Awards provide the opportunity to celebrate the accomplishments and hard work of industry employees. In addition to receiving white Smithbilt hats, winners also receive a trophy, a winner's plaque and a sterling silver pin to mark their accomplishments.

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 over 500 businesses; from attractions and accommodations to arts groups, entertainment venues, restaurants, transportation outlets and various services.

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For more information, please contact:

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