

May 5, 2011
For Immediate Release

Tourism Calgary Announces Capture WOW Contest Winner

Calgary – On May 9 Tourism Calgary will unveil the winner of the Capture WOW contest that challenged Calgarians to capture and share their biggest WOW tourism moments. Join Tourism Calgary for the announcement of the winning photograph that will be seen in Tourism Calgary's marketing campaign in key regional markets.

What: Capture WOW Winner announcement

Where: Heritage Park Historical Village – Historical Village Roundhouse
Parking is available inside the Village near the Railway Roundhouse
1900 Heritage Drive SW Calgary, Alberta

When: News Conference – Monday, May 9 2011 – 9:30 to 10:00 a.m.

In attendance: Randy Williams, Tourism Calgary President & CEO
Gisele Danis, Tourism Calgary Vice President, Marketing
Alida Visbach, Heritage Park Historical Village President & CEO

Photo opportunities and interviews available with above individuals as well as the winning family.

Capture and Experience WOW are fully integrated and user-generated campaigns intended to raise awareness of Calgary as a leading tourism destination and also increase tourism revenue during much needed periods. Tourism in Calgary generates more than \$1.1 billion in revenue for Calgary annually and employs 1 in 10 Calgarians.

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