

March 14, 2011  
**For Immediate Release**

### **Capture Calgary's WOW!**

*Pioneering co-operative tourism marketing campaign set to turn Calgarians into ambassadors.*

**Calgary, March 14, 2011** – Tourism Calgary is appealing to local pride! Calgary's tourism industry, led by Tourism Calgary, is putting Calgarians at the centre of the conversation by encouraging all locals to share their greatest Calgary experiences.

Calgary is the country's fourth largest city and one of Canada's top urban travel destinations attracting more than 4.5 million visitors annually.

*"Travellers have been coming to Calgary for years to experience well-known attractions and icons such as the Calgary Stampede and the Rocky Mountains. We want to expand their perceptions of Calgary and show them we are a top leisure destination boasting world-class experiences, top-rated restaurants, diverse festivals, outdoor adventures amidst breathtaking views and some of the friendliest people anywhere. Everything Calgary offers combines to create a unique energy unlike any other city in the world,"* says Randy Williams, Tourism Calgary President and CEO.

Tomorrow, March 15, Calgarians will be asked to capture and share their biggest WOW tourism moments in Calgary. They will be invited to upload their photos on [www.capturewow.ca](http://www.capturewow.ca), and prizes will be awarded for some of the greatest images and stories. Many notable Calgarians have already shared their favourite experiences.

His Worship Mayor Naheed Nenshi shared a favourite Calgary experience: *"I love being in the Jack Singer Concert Hall, listening to the music swell in the acoustically perfect hall. I love watching really avant-garde stuff in the 60-seat Motel Theatre and all the other six spaces in between. The EPCOR Centre is a terrific complex and says a lot about who we are as Calgarians."*

Tourism Calgary will also give bragging rights to locals with the best WOW experiences by using them in tactical marketing campaigns running in Saskatchewan, Alberta and British Columbia throughout 2011. Numerous local tourism partners have joined Tourism Calgary in the Capture WOW campaign, injecting a further \$200,000 into the campaign.

*"As a premier attraction and museum in Calgary we wanted to partner with Tourism Calgary on this unique campaign because who better than locals to inspire travellers to visit our city, they are the tourism experts: they live here, shop here, dine here, and host friends and family at major events, attractions and festivals."* said Alida Visbach, Heritage Park Historical Village President and CEO.

*"As a relatively new member to the Calgary tourism scene, Hotel Alma felt that it was vital to partner with Tourism Calgary for the Capture WOW campaign, as this exciting campaign is representative of Calgarians at their best: engaging, innovative, friendly and proud of their city,"* said Ted Gaisford, Associate Director, Hotel Operations & Conference Services for Hotel Alma. *"Capture WOW gives every Calgarian a chance to show exactly how they celebrate their city by sharing their special moments, both large and small, that make this city an exciting place to be."*

This fully integrated user-generated campaign will 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.

Tourism Calgary worked with award winning agencies MacLaren McCann, Evans Hunt and Village & Co., who have combined their extensive expertise and creative teams to build a campaign focused on measurable results. The campaign runs until December 2011.

More Capture WOW quotes from well-known Calgarians:

*"Watching the Grandstand Show during the Calgary Stampede on a hot night following a late afternoon shower. The rain is usually a short passing moment, but with the humidity in the air, the fireworks, the lighting and the sound – the Grandstand has an extra touch of spectacular!"* shared Dave Pierce, Emmy award winning Music Director for the Opening and Closing Ceremonies of the 2010 Olympic Winter Games. Dave Pierce is also the Music Director and Composer of the Calgary Stampede Evening Grandstand Show.

*"Calgary's big sky and impressive, evolving city skyline draw me outdoors. My Calgary outings as a chef mean there's food in tow. Whether it's Calgary's curious urban ritual of floating along the Elbow River on a long summer day ... or spreading out on the pretty lawns of Spruce Meadows watching world-class horse jumpers in early summer of fall ... or bracing the wintery snaps around a fire-pit with my friends and ice skates along the frozen Bow, I simply love to picnic in this city. The markets and local growers inspire me with Prairie-grown delicacies -- like artichokes -- and there is no prettier city to eat outside. Even for the less adventuresome, the downtown-restaurant patio scene is delicious and happening!"* Connie DeSousa, co-owner and chef at CHARCUT Roast House named one of Canada's top ten new restaurants by EnRoute Magazine. DeSousa was voted Western Canada's Top Chefs Under 40 by Western Living Magazine and is poised to appear in a prestigious nationally televised chef competition.

Well-known Calgarian Dave Kelly, most recently seen on stage in Alberta Theatre Projects production of The Cat in the Hat, uploaded a Calgary experience that has always stuck with him, *"The first "fancy" meal I ever had in Calgary was pizza at Teatro - they put strawberries on it!"*

Duncan Ly, Chef at Chef's Table at Kensington Riverside Inn and Hotel Arts, also uploaded his favourite Saturday afternoon in Calgary, *"Calgary has a growing number of ethnic restaurants, and my favourite thing to do on a Saturday afternoon is grab a quick bowl of Pho at The Lemongrass Grill and then stop at Community Natural Foods on the way home for some beautiful, organically grown produce and groceries so I can get creative in my kitchen or on my grill."*

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## Media Contact

<b>Tourism Calgary</b>	T: 403.750.2376
Stewart McDonough	C: 403.909.3593
Director, Communications	<a href="mailto:stewartm@tourismcalgary.com">stewartm@tourismcalgary.com</a>