

MEDIA RELEASE

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Calgary's "Singing Tweets" go global

*Tourism Calgary and Calgary Philharmonic Orchestra partnership
results in extensive exposure for Calgary.*

Calgary – More than 20,000 YouTube views, a profile on CNN, posted on more than 60 blogs from around the world, and continuous sharing on facebook and twitter have taken the "[Singing Tweets](#)" video to an international audience. The video released on Thursday, December 1 by the partnership of Tourism Calgary and the [Calgary Philharmonic Orchestra](#) (CPO) features the Calgary Philharmonic Chorus singing crowd-sourced tips on how to stay warm during a Calgary winter.

The good news for Tourism Calgary and the CPO is that the viewing audience is both growing and global. The top six countries viewing the video based on early YouTube analytics are (in order) Canada, United States, Netherlands, United Kingdom, Germany and Australia. Each one of these countries is a market of interest for Tourism Calgary and Travel Alberta.

"The most exciting aspect of this video building momentum is the level of engagement we are seeing," said Gisele Danis, Vice President of Marketing for Tourism Calgary, "people aren't just watching and moving on, they are embracing the video by sharing, blogging, posting and tweeting to their networks. It shows the power of partnerships and what can happen when a good idea is well executed."

The video, including such warming tips as "Raw Bar cocktails, Try hot yoga and Gravy action on my cheese," has been shared by influential blogs including [Gizmodo](#) and [Neatorama](#). Popular twitter accounts including [@brainpicker](#) and [@TwitterMusic](#) have shared the link to the video with their more than 390,000 combined followers. Television coverage includes CNN's profile by Jeanne Moos on "The Situation Room with Wolf Blitzer" and the Discovery Channel's "Daily Planet" airing a segment later today. Local television, print and radio outlets are also reporting on the story, which has been critical in getting Calgarians sharing the story with their networks.

"Tourism Calgary, the Calgary Philharmonic Orchestra & Chorus and I can't wipe the smiles off of our faces!" said Timothy Shantz, Chorus Master of the Calgary Philharmonic Chorus. "It may a bit out of the ordinary for us, but it is nice to have such popular approval for such a strong and vibrant arts group. We know that our music making has an impact. We see that regularly in the concert hall and in the community, and it's exciting to take it outside of the box once in a while."

The video can be viewed at Tourism Calgary's website visitcalgary.com and has been distributed through the organization's social media platforms: [YouTube](#), [facebook](#) and [twitter](#).

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