

April 7, 2011
For Immediate Release

Tourism Calgary Announces Partnership to Secure Destination Marketing Funds

Calgary – On April 11 Tourism Calgary will be announcing a major new partnership agreement that ensures secure and stable funding for the next three years; increases collaboration between tourism stakeholders; and will result in more innovative, consistent and effective marketing from Calgary's destination marketing organization.

What: Partnership announcement and photo opportunity

Where: Sheraton Suites Calgary Eau Claire – Willow Room
255 Barclay Parade SW, Calgary, Alberta

When: News Conference – Monday, April 11 – 10:30 to 11:15 a.m.
Tourism Calgary Annual General Meeting – Monday, April 11 – 12:00 to 1:30 p.m.

In attendance: George Brookman, Tourism Calgary Board of Directors Chair
Randy Williams, Tourism Calgary President & CEO
Joseph Clohessy, Calgary Hotel Association President
Brad Krizan, Calgary TELUS Convention Centre Board of Directors Chair
Bruce Okabe, Travel Alberta Chief Executive Officer
Vern Kimball, Calgary Stampede Chief Executive Officer
Bruce Graham, Calgary Economic Development President & CEO

Photo opportunities and interviews available.

Calgary is the country's fourth largest city and one of Canada's top urban travel destinations attracting more than 4.7 million visitors annually. Tourism in Calgary generates more than \$1.1 billion in revenue for Calgary annually and employs 1 in 10 Calgarians.

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