

#LoveYYC Day Returns to Promote Civic Pride and Calgary's Unique, Shareable Experiences

TOURISM CALGARY AND ITS PARTNERS ENCOURAGE CALGARIANS TO EXPLORE, AND CELEBRATE, THEIR CITY

BY BRIDGETTE SLATER

Tourism Calgary's fourth annual #LoveYYC Day returns on Saturday, November 2, 2019 to encourage Calgarians to explore their city and to share stories about the people, places and experiences that make Calgary so unique. To amplify the celebration, Tourism Calgary's valued partners have cued up compelling #LoveYYC Day deals and programming including: free tours and tastings at Fiasco Gelato, several staycation deals at local hotels, discounted admission rates at major attractions and much more.

While these deals encourage Calgarians to seek out – and share – the experiences that are uniquely Calgary's, they also offer a significant lift to Tourism Calgary partners. Over the years, some partner highlights have included Heritage Park doubling admission attendance to Gasoline Alley when compared to the same day in years prior to #LoveYYC Day promotions, and Calgary Comic and Entertainment Expo tripling its best one-day ticket sales record.

Each year, Tourism Calgary looks forward to following the conversation on social media and hearing about all the reasons why Calgarians #LoveYYC. In 2018, over 100,000 people and businesses engaged with the campaign through social media, eliciting stories that promote civic pride including:

- Jenna Dutton (@debutton): "I #LoveYYC for many reasons, but they definitely include being able to bike to work every day and around on the weekends to beautiful places and events like @DeaneHouseYYC, @TheatreCalgary, @Glenbow, @NMC_Canada and the central @CalgaryLibrary!"
- Vanessa Gagnon (@nessincalgary): "Enjoyed an awesome #LoveYYC Day tour of @BurwoodSpirits! Cory is such a passionate storyteller, teaching folks about how to support



local and be proud of the fact that Alberta is home to the world's best barley!"

On November 2, Calgarians are encouraged to explore the city alongside their friends and family, and to join the #LoveYYC conversation once again. For the best #LoveYYC Day experience, Tourism Calgary recommends Calgarians review the full list of deals on visitcalgary.com/loveyyc, select deals that pique their interest, read any associated terms and conditions and then join their fellow Calgarians in exploring and celebrating their city.

To learn more about #LoveYYC Day and view the full list of available deals, see visitcalgary.com/loveyyc. **B**