

MEDIA RELEASE

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For immediate release

U.S. magazine nominates Calgary Stampede for Sports Travel Award

Sport Tourism one of fastest growing segments of tourism industry

(Calgary, Alberta) – The sport world’s leading industry magazine is setting its sights on Calgary. *Sports Travel* has announced that the 2008 Calgary Stampede has been nominated for a 2009 *Sports Travel Award*. Events are nominated and then voted upon by the readers of the U.S.-based magazine. Criteria include superior organization of and attendance at the event, a superior experience for the competitors and/or spectators at the event and how the site or venue served to enhance the event.

Calgary Stampede organizers are thrilled with the recognition and proud to be considered in the Sport Travel’s category of Best Multi-Sport or Multi-Discipline event.

“We’re excited to be recognized by the industry as being among the top professional sporting events in North America – a list that includes the Superbowl, the Masters and the Ryder Cup,” says Paul Rosenberg, vice- president, Programming. “This nomination is really a tribute to the hundreds of volunteers and employees whose passion and professionalism each year help create the world’s best rodeo, the premier chuckwagon championship, and several world-class agricultural competitions.”

The award nomination comes at a time when sport tourism is booming. Recent statistics show it’s one of the fastest growing segments of the tourism industry and is becoming increasingly competitive. Tourism insiders say that’s because sport events come with huge benefits.

“Sport tourism is about so much more than the event itself,” said Marco De Iaco, Tourism Calgary’s Vice President of Sport, Culture & Major Events and the Executive Director for the Calgary Sport Tourism Authority. “Yes, there’s immediate stimulation to the local economy, but there are also incredible community legacies that sport events leave behind, as well as significant promotional and branding opportunities. We are extremely fortunate to have a hallmark and iconic event like the Calgary Stampede to call our own. The Stampede brings international recognition and a platform for destination branding that is second to none.”

Community legacies often include permanent improvements to local sport infrastructure, such as the transformation of Predator Bay into a world-class venue for the 2009 World Water Ski Championship. Other legacies are cultural or philanthropic, for example, this week, the 2009 CN Canadian Women’s Open is expected to donate close to \$1Million to the Alberta Children’s Hospital. And the 2012 IIHF World Junior Championship held in Calgary and Edmonton will establish funding and programs that will benefit grass roots hockey development across the country.

Balloting for the 2009 Sports Travel Awards continues through September 14, 2009. Vote online at www.sportstravelmagazine.com. Winners will be announced at the TEAMS 2009 Conference & Expo, October 13 – 17, 2009 in New Orleans.

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About the Calgary Stampede:

The Calgary Stampede is a volunteer-supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world-renowned 10-day Stampede, year-round facilities, western events and several youth and agriculture programs. All revenue is reinvested into Calgary Stampede programs and facilities. For more about the Stampede, visit www.calgarystampede.com.

About the Calgary Sport Tourism Authority

The Calgary Sport Tourism Authority proactively bids for and attracts international sport events that offer branding and promotional opportunities, community legacies and benefits to the tourism industry; further promoting and positioning Calgary as the premier host of sport and cultural events in Canada. The organization is a collaboration of community leaders and key stakeholders from various industries. The board of directors includes representatives from Borden Ladner Gervais LLP, Calgary Flames, Royal Bank of Canada, TELUS, CamCar & Associates, WinSport Canada, Canadian Sport Centre Calgary, Calgary Economic Development, Office of the Mayor, Calgary Hotel Association and Tourism Calgary.

About Tourism Calgary

Tourism Calgary is a not-for-profit, membership based organization specializing in the marketing and promotion of Calgary and area as the destination of choice for leisure and business travel. For over 50 years, Tourism Calgary has been the only organization dedicated to this purpose and has grown to include a network of almost 500 businesses; from city attractions and accommodations to arts groups, entertainment venues, restaurants, transportation outlets and various services.