



Media Release – Wednesday, June 2, 2010

Saskatoon Celebrates Tourism Awareness Week June 6 – 12

SASKATOON – June 6th to 12th, 2010 is Tourism Awareness Week in Saskatchewan, the province-wide celebration that highlights the economic impact and social benefits of our tourism industry. Tourism contributes almost \$1.6 billion to the provincial economy annually, money that will improve the standard of living and quality of life of everyone in Saskatchewan. According to Tourism Saskatchewan, tourism provides full- or part-time jobs to more than 54,000 Saskatchewan citizens – or one in every ten workers.

Tourism, a major economic generator for Saskatoon, certainly helps Saskatoon shine brightly. *“Tourism brings in \$530 million to our local economy annually,”* says Todd Brandt, President & CEO of Tourism Saskatoon. *“We continue and applaud the continued investment by our valued members in this vital economic generator, and the friendly, helpful people of Saskatoon who help our city shine! We are determined to make Saskatoon a top of mind Canadian tourism destination, and we’re well on our way!”*

In order to further celebrate the accomplishments of individuals from our community who have attracted major events to Saskatoon; Tourism Saskatoon, Saskatoon Sports Tourism and the Saskatoon Hotel Association are hosting the Saskatoon Shines! Tourism Leadership Celebration 2010. The event will be held at the Michelangelo Ballroom in the Radisson Hotel on Tuesday, June 8th, 2010. Tickets are available at <http://www.picatic.com/ticket/tourismleadershipcelebration/>.

Tourism Saskatoon has planned a number of events and activities for Tourism Awareness Week, including a contest in the newest edition of *Hot Times: Summer Fun in the City* distributed with the Star Phoenix, and available through the Tourism Saskatoon. Brandt also will be the guest speaker at the ‘Chamber on Business’ Luncheon on Monday, June 7th, 2010 at the Ramada Hotel & Golf Dome with a welcome message from the Honourable Dustin Duncan, Minister of Tourism, Parks, Culture and Sport. Other communities throughout Saskatchewan will also be celebrating Tourism Awareness Week with public events, community tours, contests and promotions.

For more information, contact:

Todd Brandt
President & CEO
Tourism Saskatoon
(306)931-7574
tbrandt@tourismsaskatoon.com

or

Shannon Cossette
Director of Communications, Media and Travel Trade
Tourism Saskatoon
(306) 931-7585
scossette@tourismsaskatoon.com