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## NEWS RELEASE

For immediate release:

# FINALISTS ANNOUNCED FOR SASKATCHEWAN TOURISM AWARDS OF EXCELLENCE

Tourism Saskatchewan is pleased to announce the names of 40 finalists for the *Saskatchewan Tourism Awards of Excellence* for 2010.

The finalists and award recipients will be honoured at the 22<sup>nd</sup> annual *Saskatchewan Tourism Awards of Excellence Gala*, which will be celebrated on Wednesday, April 20 at TCU Place in Saskatoon. The recipients of the Chairman's Lifetime Achievement Award and the Outfitters Legacy Award will also be announced that night.

"It will be such a pleasure to pay tribute to these remarkable Saskatchewan 'ambassadors.' The impressive list of finalists speaks to the diverse range of experiences offered here, to a commitment to exceptional service, and to the eagerness to showcase our magnificent home to visitors," Dr. Lynda Haverstock, President/CEO of Tourism Saskatchewan, said. "The businesses and individuals who will be honoured on April 20 are key players in our sector's growth and success, contributing over \$1.6 billion to the economy last year and employing over 62,000 citizens (11.64 per cent of workers in the province)."

The awards gala is among the highlights of the fourth annual *HOST Saskatchewan Conference and Trade Show*, which is an impressive tourism showcase to be held on April 19-20 at TCU Place in Saskatoon. A joint venture of Tourism Saskatchewan and the Saskatchewan Outfitters Association, this two-day event features informative workshops, networking opportunities, and the province's largest tourism trade show. Tickets for the *Saskatchewan Tourism Awards of Excellence Gala* are \$75 (plus GST), or \$525 (plus GST) for a corporate table for eight. For more information or to order tickets, visit [www.hostsask.com](http://www.hostsask.com).

The *Saskatchewan Tourism Awards of Excellence* finalists are:

### **Business of the Year Award**

#### **(Over 50 Full-time Employees)**

Bear Claw Casino & Hotel, Carlyle  
Delta Bessborough Hotel, Saskatoon

### **Business of the Year Award**

#### **(Under 50 Full-time Employees)**

Beaver Creek Ranch and Horse Centre, Lumsden

Shurniak Art Gallery, Assiniboia  
Table Mountain Regional Park, North Battleford

**Event of the Year Award  
(Budget Over \$20,000)**

Back to Batoche Days, Rosthern area  
IIHF World Junior Hockey Championship, Saskatoon  
Saskatchewan Roughriders 100<sup>th</sup> Anniversary Celebrations, Regina

**Event of the Year Award  
(Budget Under \$20,000)**

Homespun Craft Show, Carlyle  
Sturgeon River Plains Bison Stewards, Big River  
Town of Radville 100<sup>th</sup> Anniversary Celebrations

**Fred Heal Tourism Ambassador Award**

Fraser Strategy, Regina  
Gordon Olson, Saskatoon  
Celine Perillat, Duck Lake

**Gil Carduner Marketing Award  
(Budget Over \$20,000)**

PotashCorp Fireworks Festival, Saskatoon  
Trails of 1885  
Regina Regional Opportunities Commission (RROC) – *2010 Stay and Play Campaign*

**Gil Carduner Marketing Award  
(Budget Under \$20,000)**

Estevan & District Board of Tourism, Trade & Commerce – *Kick Off to Christmas Campaign*  
Lake Diefenbaker Tourism, Elbow  
Windscape Kite Festival, Swift Current

**Human Resource Development Award**

Gold Eagle Lodge, North Battleford  
Radisson Hotel Saskatoon  
Saskatchewan Indian Gaming Authority (SIGA)

**Land of Living Skies Award**

Ancient Echoes Interpretive Centre, Herschel  
Grasslands National Park of Canada  
Meewasin ASUPCA Program, Saskatoon

**Online Marketing Campaign of the Year Award**

SaskTel Saskatchewan Jazz Festival, Saskatoon  
Southern Prairie Railway, Ogema  
Yorkton Film Festival

**Rookie of the Year Award**

Bell Barn Interpretive Centre, Indian Head  
Legends are Made at Katepwa, Katepwa Lake  
Poplar Tree Inn, Stoughton

**Service Excellence Award (Business)**

Chaplin's Bed & Breakfast, Saskatoon  
Shearwater River Cruises, Hafford  
CAA Saskatchewan

**Service Excellence Award (Individual)**

Colleen Norrish, Saskatoon  
Holly Santha, Saskatoon

**Travel Media Award**

Robin & Arlene Karpan, Saskatoon  
Corbin Fraser, Halifax  
Concept Media, Regina

- 30 -

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