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**TRAVEL ALBERTA RENEWS GROWING PARTNERSHIP AGREEMENT WITH  
SEVEN NATIONAL WINTER SPORT ORGANIZATIONS**  
**—World Cup TV to showcase Alberta to millions as international winter sport destination—**

**Calgary, Alberta**—Travel Alberta and seven national winter sport organizations have renewed a landmark marketing partnership designed to promote Alberta as a premier international winter sports destination.

Following the success of the first year of the World Cup Roundtable marketing initiative, Alpine Canada Alpin has joined the partnership this year. Cindy Ady, Minister of Tourism, Parks and Recreation, announced the \$471,000 extension of the agreement during a ceremony at Calgary Olympic Development Association's (CODA) Canada Olympic Park – the flagship facility of Canada's first Olympic Winter Games in 1988.

Alberta hosts most of the winter World Cup events in North America, and renewal of this agreement bolsters our international reputation as a leader in winter sport tourism," said Ady, who heads Alberta's 2010 Olympic Winter Games initiatives. "With all the sports Travel Alberta has brought together under this marketing agreement, we are really able to showcase Alberta to the world."

Partners on the World Cup Roundtable in support of the agreement include: Alpine Canada Alpin, Cross Country Canada, Canadian Snowboard Federation, Speed Skating Canada, Biathlon Canada, Bobsleigh Canada Skeleton and the Canadian Luge Association.

Travel Alberta has secured over 335 cumulative hours of international television coverage reaching more than 150 million viewers worldwide, with over 77% of those viewers coming from Travel Alberta's target markets, primarily in Europe. This is the equivalent of over 39,700, 30-second commercials on European television promoting the province as a sport tourism destination.

"The Bombardier Lake Louise Winterstart attracts millions of European viewers each year as alpine skiing's speed season gets underway right here in Alberta. We're proud to be part of the World Cup Roundtable Initiative and we believe working together with Travel Alberta will be an effective way to reach the European audiences as they market the province as a winter sport destination," said John Cassels, Director of World Cup Operations at Alpine Canada Alpin, who joined the World Cup Roundtable Initiative this year.

Promotions under the agreement this winter season, which is renewable for the 2009-2010 pre-Olympic season, begin with the Bombardier Lake Louise Winterstart World Cup in late November and include the Jr. Biathlon World Championships and Veissman Luge World Cup in January and February, 2009..

"Travel Alberta's partnership with the World Cup Roundtable, representing seven National Sport Organizations, will increase worldwide awareness of Alberta as a winter and sport tourism destination as the world begins to turn its attention to the Olympic Winter Games in 2010," said Klaus Roth, Portfolio Manager, Americas and Olympic Tourism Marketing Strategies with Travel Alberta.

Traditionally, agreements have been signed with only one sport governing body at a time. The multi-sport agreement was co-ordinated by CODA, Canada's leader in developing and sustaining world-class winter sport facilities. CODA is currently enhancing the legacy facilities and creating one of the most unique athletic environments in the world. With the addition of the Athletic and Ice Complex, the sport centre will be a combination of facilities, research, coaching, and clinicians all brought together in one place.

"The support of Travel Alberta will help our athletes become the world's best while also showing to the world the wonderful and unique sport and travel opportunities available in this province," said Guy Huntingford, CODA's President and CEO. "We applaud Travel Alberta for once again showing its commitment to marketing this province and showcasing our winter sport excellence. We also look forward to hosting the Viessman Luge World Cup in February 2009 at Canada Olympic Park and encourage not only our friends around the world, but all Canadians to catch these exciting sporting events."

More than half of the 2006 Canadian Olympic Team, representing communities across the province and around the country, trained at CODA's facilities.

Travel Alberta also today premiered their latest video production designed to promote the province before screenings of "Warren Miller's Children of Winter" feature film. The ten minute video, entitled "Passing the Torch," explores the important role of Alberta's Olympic legacy for the 2010 Olympic Winter Games and features Alberta-based Olympians including Karen Percy-Lowe, alpine skier Jan Hudec, Pierre Lueders in bobsleigh, speedskaters Kristina Groves and Catriona Le May Doan Duff Gibson in skeleton and cross-country skier Chandra Crawford among others. The video will be seen by more than 50,000 people over the next six weeks.

#### **About CODA**

CODA provides world-class sport facilities where Canadian athletes can discover, develop and excel. CODA owns and operates Canada Olympic Park, the Bill Warren Training Centre, the Beckie Scott High Performance Training Centre on Haig Glacier, and Camp Green on Farnham Glacier. A not-for-profit organization, CODA supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. CODA also provides the necessary support to host major national and international winter sporting events at the various facilities, making the Calgary/Bow Valley Corridor home to high performance winter sport in Canada. For more information on CODA please visit [www.coda.ca](http://www.coda.ca).

#### **About Travel Alberta**

Travel Alberta is the destination marketing organization for the Province of Alberta and is responsible for effective investment of Alberta's Tourism Levy in marketing programs that grow the province's \$5 billion tourism industry.

For more information on Travel Alberta please visit [www.skicanadianrockies.com](http://www.skicanadianrockies.com)

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