

**MEDIA ADVISORY**

Monday, May 4, 2009

**Play! Calgary magazine launches May 4, 2009**

*New publication to increase exposure for Calgary's major tourism attractions across Western Canada*

Calgary, AB – Launching May 4, 2009, Play! Calgary magazine will shine a spotlight on Calgary's high-profile tourism attractions and ultimately increase length of stay and visitation to the city. The magazine is targeted at key "rubber tire" markets in Alberta, Southern Saskatchewan and British Columbia. Play! Calgary is the only publication currently promoting Calgary attractions with both high consumer reach and frequency.

Visitation to Alberta is down due to the price of fuel, the economy and the strength of the dollar. People are still taking vacations, but destinations are closer to home. Families are finding adventures in their home or neighbouring provinces and discovering the many attractions within a few hours drive.

The 'staycation' has become an accepted, welcome alternative to more costly trips abroad. Play! Calgary is reaching out to this market of close-to-home travellers. The magazine provides exciting, informative and interactive editorial content designed to motivate visitation to all stakeholder attractions and urges visitors to spend a night, a weekend or longer at hotels in the Calgary area.

Published by WinSport Canada, Play! Calgary is an industry-led initiative founded by five key stakeholders in Calgary's tourism market. The founding partners include:

**WinSport Canada's Canada Olympic Park** – The premier site of the 1988 Olympic Winter Games, Canada Olympic Park is a centre for high performance athletic training that continues to inspire future generations to get passionate about sport through year-round recreation activities, lessons and events.

**Spruce Meadows** – This picturesque complex has captivated the worldwide audience of the sport of show jumping with tournaments that have attracted virtually every Olympic, World, European, and National Show Jumping Champion.

**Heritage Park Historical Village** – Canada's largest living history museum has just completed a massive addition with the Haskayne Mercantile Block, Big Rock Interpretive Brewery, elegant Selkirk Grille, and interactive Gasoline Alley Museum.

**Calgary Stampede** – The world-renowned, 10-day extravaganza from July 3-12 celebrates Western culture, heritage and values and attracts 1.2 million visitors a year. The Calgary Stampede operates year-round facilities, western events and several youth and agriculture programs.

**Calaway Park** – Western Canada's largest outdoor family amusement park is celebrating its 28<sup>th</sup> anniversary; the park has a collection of 33 rides for thrill-seekers, numerous attractions and top-notch live entertainment for the whole family.

Play! Calgary will be published five times in its first year – delivered in the first week of May, June, July, September and November with a circulation of 200,000 copies per issue. The magazines will be distributed through home delivery newspapers in key markets including: Cranbrook, Edmonton, Lethbridge, Medicine Hat, Moose Jaw, Red Deer, Regina, Saskatoon and Swift Current. The magazine will also be available at various high-traffic visitor information centres in Alberta.

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