

Abbotsford Wins Prestigious Sport Tourism Award

Abbotsford, BC (February 17, 2009) – Tourism Abbotsford was the proud recipient of the Sport Tourism Community Legacy Award presented at the BC Tourism Industry Award Gala on Thursday, February 12, 2009.

The Sport Tourism Community Legacy Award recognizes a BC community who has demonstrated the beneficial partnership between sport and tourism. The award is sponsored by 2010 Legacies Now and is part of the British Columbia Tourism Awards established by Tourism BC and the BC Council of Tourism Associations.

“The Sport Town Canada brand is built on Abbotsford’s passion and commitment to hosting sport events but the dedicated team behind the brand is what made and continues to make sport hosting a primary source of tourism revenue for our community.” said Mayor George Peary who accepted the award on behalf of Tourism Abbotsford.

Also on hand to celebrate were Councillor Lynne Harris, City Manager Frank Pizutto, Abbotsford Sport Council Chair Mark Duyns, Abbotsford Entertainment and Sport Centre General Manager Trey Bell, Flair Consulting Owner Donna Bernard, Circle Graphics Owner Brad Haima, Tourism Abbotsford President Juanita Gosling, Tourism Abbotsford Executive Director Dan Stefanson, Tradex Director of Operations Vali Marling, Tourism Abbotsford Visitor Services Manager Yvonne Hayden and Tourism Abbotsford Director of Sport Hosting Allison Longshore.

“These individuals and organizations along with many others are the true strength behind sport hosting in Abbotsford. If even one element was not fully engaged and fully willing to *make sport happen* then we would simply not be relevant in this tremendously competitive tourism segment” said Dan Stefanson.

The Sport Town Canada brand was developed and implemented in 2005 building on Abbotsford’s strong history of successful sport hosting. The purpose of the Sport Town Canada strategy is to provide leadership, forge relevant partnerships and offer direct support to local sport groups and event organizers. Promotional tools such as a dedicated website, www.sporttowncanada.com, rack cards and other printed materials have all enhanced the popularity and usefulness of the brand. The events secured or enhanced through the application of the Sport Town Canada brand have benefited the competition, the athletes, the spectators and ultimately the bottom line for the local tourism industry.

-30 -

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