

Media Advisory

January 22, 2015

City of Edmonton

Winter Cities Shake-Up Conference kicks off January 28

Media are invited to join delegates from around the world at the Winter Cities Shake-Up Conference in Edmonton.

Date: Wednesday, January 28 - Friday January 30, 2015

Time: Morning sessions begin at 8:30 a.m. and go throughout the day

Location: Shaw Conference Centre (with various field trips around the city)

- [Most speakers](#) are available for live and taped interviews
- Mayor Iveson is attending the conference at the following times:
 - Opening Reception, "Winter Cities Welcome", Tuesday, January 27
 - Opening Ceremonies Wednesday, January 28
 - Winter Shake-Up Festival and Market kick-off in Churchill Square, Friday, January 30
- Interview room available at Shaw Conference Centre
- Media passes available at registration desk
- Media can join field trips into community
- Festival and Market kick-off media event at noon on January 30 (with Mayor and spokesperson from Edmonton Arena District)

Suggested stories include:

- Churchill Square's first-ever snow slide will be built Saturday, January 24, ahead of conference
- Unique, digital-visual technology never used before in Alberta will be used at conference
- Local winter economy success stories (Landmark Homes and Poppy Barley)
- Home-grown winter urban design guidelines
- Red Bull and Reykjavik Tourism raise the bar in winter marketing
- Local artist is using recycled materials to create replicas of Edmonton's birds

For more information about the conference, and to see a [full program](#), visit the [Winter Cities Shake-Up](#) website media page.

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