

Edmonton Events wins Sport Tourism Organization of the Year Award

Edmonton's reputation as a world-class host city got another boost today. Edmonton Events received the *Sport Tourism Organization of the Year Award* at the Canadian Sport Tourism Alliance's (CSTA) 2016 PRESTIGE Awards ceremony in Ottawa. The award recognizes the community or organization that best influenced sport tourism in their region in 2015.

A partnership between the City of Edmonton and Edmonton Tourism, Edmonton Events works to attract major sporting and cultural events to the city. Their progressive approach to sports tourism is considered one of the fastest growing revenue generators in the city's economic plan.

"It's an honour to receive this award. Edmonton has a long and successful history of hosting major events. Our team has developed an aggressive and proactive events strategy that focuses on attracting several key sports to the city, and winning this award shows us that the rest of the Canada is taking notice," said Candice Stasynec, Executive Director of Edmonton Events.

"We are proud of the partnership we have with the City of Edmonton and the Edmonton Events team," says Maggie Davison, Vice President of Edmonton Tourism. "Edmonton Events has worked very hard to build our destination as an outstanding host for international signature events. Major events benefit our city in a myriad of ways, from spectators and participants injecting dollars into the local economy and venues, to community and social legacy programs, events significantly impact Edmonton and we couldn't be more proud of our team."

Hosting top caliber sporting events is second nature to Edmonton. Soccer, triathlon, curling, track and field, figure skating, hockey, football, basketball, diving, swimming – the list of national and world championships that have been held in Edmonton and organized by local volunteers is impressive. In addition to advancing our city's economic diversification and the significant economic benefits it brings, Edmonton's events strategy increases the vibrancy of our city for residents and visitors year-round.

This award win comes at the conclusion of a banner year for sporting events in Edmonton, including the FIFA Women's World Cup Canada 2015™, Red Bull Crashed Ice and the 2015 FIBA Americas Women's Championship in basketball.

This isn't the first time our city has been recognized for our events. Around the Rings ranked Edmonton one of the world's top 10 sports cities, the only North American city to make the list alongside cities like London and Beijing, and National Geographic named Edmonton one of the Best Summer Trips of 2015.

Sports tourism is a highly competitive market which contributes \$5.2 billion dollars to the Canadian economy annually.

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