

Tourism Saskatchewan Featured at Saskatchewan Pavilion

Tourism Saskatchewan is a proud partner in the Saskatchewan Pavilion, located at Concord Place on the north shore of False Creek. As a partner, Tourism Saskatchewan will be hosting their second “Feature Day” at the Pavilion on February 20th. Warm, friendly people, infinite natural beauty, endless possibilities for adventure, and a thriving economy are showcased in the Pavilion’s Saskatchewan Experience Centre, featuring a monumental 6-storey video dome. The Entertainment Centre highlights some of Saskatchewan’s best talent and our legendary hospitality. Tourism Saskatchewan’s involvement in the Pavilion is a natural fit. Stunning images and inspiring high definition footage from Tourism Saskatchewan’s collection will show visitors from around the world just how much our province has to offer. We invite everyone in Vancouver for the Olympic Games to experience a taste of Saskatchewan. There are no pretenses - just people passionate about Saskatchewan ready to welcome you, cold beverages, hearty Saskatchewan fare and world-class entertainment.

Tourism Saskatchewan is offering some great prizes throughout the day on February 20th. On Tourism Saskatchewan Feature Day, six *iPod Touch* will be awarded to the winners of some fun and interactive Saskatchewan contests, which we’re not about to give away. All we’ll say is that a few Saskatchewan beverages, some magic markers and a blindfold should make for some interesting entertainment. Each *iPod Touch* is specially engraved with the Tourism Saskatchewan logo, and uploaded with striking Saskatchewan imagery and videos, and a generous sampling of music from our Saskatchewan Pavilion entertainers. A host of other Saskatchewan prizes will also be given out each day.

Tourism Saskatchewan is a board-driven, membership based, industry-government partnership dedicated to developing the province’s tourism industry. Tourism Saskatchewan boasts one of the largest membership bases of any tourism organization in the country, numbering over 2000. Tourism is big business in Saskatchewan, providing employment to 55,000 residents; nearly one in every ten Saskatchewan workers is partly or wholly supported by tourism. And the industry is growing. Total traveller expenditures were \$1.589 billion in 2008, compared to \$1.17 billion in 2000.

For more information about the Saskatchewan Pavilion at the Vancouver 2010 Winter Games, visit www.saskpavilion.ca . For information about Tourism Saskatchewan, visit www.sasktourism.com .

Contact Us:

Daryl Demoskoff
Media Relations Consultant
Tourism Saskatchewan
Phone: 306.787.3712
daryl.demoskoff@sasktourism.com

Amy McInnis
Media Relations Assistant
Tourism Saskatchewan
Phone: 306.787.2199
amy.mcinnis@sasktourism.com