



P R E S T I G E

Program Recognizing Exceptional Sport
Tourism Initiatives, Games & Events

Programme de Reconnaissance de l'Excellence dans
le tourisme sportif Initiative Gestion et Événements

Press Release

Canadian Sport Tourism Alliance Announces 2010 CSTA PRESTIGE Awards Finalists

Ottawa, March 29, 2010 –

The Canadian Sport Tourism Alliance (CSTA) is pleased to announce the finalists of the 2010 PRESTIGE Awards which celebrate the people, places and events that make the Canadian sport tourism industry so dynamic and important to the economic fabric of our communities. All finalists will be honored at the PRESTIGE Awards gala luncheon to be held on April 22, 2010 in conjunction with the CSTA's 2010 Sport Events Congress. The event will be held at the Doubletree by Hilton - Toronto Airport Hotel in Toronto, Ontario.

PRESTIGE Awards Finalists

CSTA Sport Event of the Year Award (budget under \$250,000) presented by Edmonton Events International

- 2009 Lac-Beauport Pond Hockey Tournament (Lac-Beauport, QC)
- 2009 CIS/CCA University Curling Championships (Montreal, QC)
- 2009 World Sledge Hockey Championships (Charlottetown, PEI)

CSTA Sport Event of the Year Award (budget over \$250,000) presented by Destination Winnipeg

- 2009 ICF Canoe World Sprint Championships (Dartmouth, NS)
- 2009 IIHF World Junior Hockey Championships (Ottawa, ON)
- 2009 World Police & Fire Games (Burnaby, BC)

CSTA Industry Builder of the Year

- David Whitaker, President & CEO, Tourism Toronto (Toronto, ON)
- Roger Smolnicky, Director, City of Leduc Recreation (Leduc, AB)
- Greg StremLaw, CEO, Canadian Curling Association (Ottawa, ON)

CSTA Community Service Award presented by Intercontinental Hotels Group

- Joe Bloski (Saskatoon, SK)
- Shawn Rice (Prince George, BC)
- Amanda Jacinthe Hamel (Charlottetown, PEI)

CSTA Sport Event Sponsor of the Year Award

- Tim Hortons
- Travel Alberta
- Bell Canada

Tickets for the PRESTIGE Awards luncheon, are available at a cost of \$65 per person (plus GST) and can be ordered on-line at:

http://www.canadiansporttourism.com/csta/index_e.aspx?DetailId=417. Attendance at this luncheon is included with the purchase of delegates' fees for the Sport Event Congress. To register for the Congress or for more information about the event, visit CSTA's website at: www.canadiansporttourism.com.

About CSTA

The Canadian Sport Tourism Alliance is a tourism industry led organization that promotes sport tourism as an economic development initiative at the community level.

The CSTA services over 200 members across Canada, including 105 municipalities, 55 national sport, multi-sport and major games organizations and variety of other national and provincial sport and tourism industry partners.

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