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TOWN OF EASTEND NAMED FINALIST FOR SASKATCHEWAN TOURISM AWARD OF EXCELLENCE

The Town of Eastend has been named among the finalists for the Saskatchewan Tourism Awards of Excellence for 2017, in the category **2017 Gil Carduner Marketing Award**.

The Tourism and Economic Development Officer of Eastend, Rosa Vazquez-Ring, says *“There were nearly 100 nominations received in 12 award categories. It was a real honor to learn that Eastend’s **Discover a Sanctuary for all your senses..... Discover Eastend, Saskatchewan** campaign was selected by the Saskatchewan Tourism Judges as Finalist in the Marketing category. “*

Throughout 2017, the campaign generated tens of thousands of dollars in free local, national and international radio, television and online exposure for the town. *“Being featured on CTV’s The Social program on National television, with recommendations by National Geographic, and ranking among the world’s top 20 most interesting global destinations for Canadians on MSN.com travel, gives the town the kind of promotional exposure you just can’t buy”,* says Vazquez-Ring.

The finalists and award recipients will be honoured at the 29th annual Saskatchewan Tourism Awards of Excellence Gala, the highlight of the HOST Saskatchewan Conference, to be celebrated on April 12 at the Delta Hotels by Marriott Regina. The HOST conference is the province’s largest assembly of tourism representatives.

Information about the Saskatchewan Tourism Awards of Excellence Gala and HOST Saskatchewan Conference can be found online at Industry.TourismSaskatchewan.com.

About Town of Eastend

Founded in 1914, the Town of Eastend is a jewel nestled in the historic Frenchman River Valley, better known as the “Valley of Hidden Secrets”. With a population of only 503 residents, Eastend undertook a rebranding initiative designed to attract visitors and revenues to support local businesses. The campaign aims to bring to life every aspect of this unique community and position Eastend as a must-see Saskatchewan tourism destination.

For more information, contact:

Rosa Vazquez-Ring

Town of Eastend

Tourism and Economic Development

Email: eastend.rm49.rosa@sasktel.net

Tel (306) 295-3323

www.townofeastend.com