



Canadian Sport Tourism Alliance Announces 2013 CSTA PRESTIGE Awards Finalists

Ottawa, March 21, 2013 - The Canadian Sport Tourism Alliance (CSTA) is pleased to announce the finalists of the 2013 PRESTIGE Awards (Program Recognizing Exceptional Sport Tourism Initiatives, Games & Events), 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.

These awards are presented annually in six categories to individuals, companies, events and organizations that have made outstanding contributions to the success of the sport tourism industry across Canada in 2012. This year's program generated a record 41 nominations, a 64% increase from the previous year.

All finalists and recipients will be honored at the PRESTIGE Awards Luncheon on April 10, 2013. The Awards Luncheon, sponsored by Tourism Whistler, will be hosted by CTV and TSN Sportscaster Rod Black and will be held in conjunction with the CSTA's annual conference, Sport Events Congress. Both events will take place at the Westin Hotel in Ottawa, ON.

2013 PRESTIGE Awards Finalists (by category in alphabetical order)

CSTA Canadian Sport Event of the Year Award presented by Tourism Montreal

- 100th Grey Cup Festival (Toronto, ON)
- 2012 Budweiser CARHA Hockey World Cup (Sault Ste. Marie, ON)
- 2012 Tim Horton's Brier (Saskatoon, SK)

CSTA International Sport Event of the Year presented by Tourism Winnipeg

- 2012 CONCACAF Women's Olympic Soccer Qualifying Tournament (Vancouver, BC)
- 2012 NHL All-Star Weekend (Ottawa, ON)
- Ironman 70.3 Mont-Tremblant & Ironman Mont-Tremblant (Mont-Tremblant, QC)

CSTA Sport Tourism Organization of the Year Award presented by WestJet

- Events Nova Scotia (Halifax, NS)
- Events Ottawa (Ottawa, ON)
- SCORE – Sport Charlottetown (Charlottetown, PEI)

CSTA Sport Event Volunteer of the Year Award presented by InterContinental Hotels Group Canada

- Marcel Aubut (Montreal, QC)
- Kevin Knight (London, ON)
- Fritz Schumann (Saskatoon, SK)

CSTA Sport Event Sponsor of the Year Award presented by ADUP eventgraphics

- Telus Communications Inc. (Telus Cup of Hockey 2012, Leduc, AB)
- Telus Communications Inc. (Telus World Skins, Halifax, NS)
- The Royal Canadian Legion (The Legion National Youth Track & Field Championships, Charlottetown, PEI)

CSTA Sport Tourism Champion of the Year Award presented by Starwood – Team Canada

- Susan Morin (Thorold, ON)
- Pat Shewchuk (Brantford, ON)
- Greg Stremlaw (Ottawa, ON)

Tickets to the PRESTIGE Awards luncheon are included with delegates' fees for those who are registered delegates at Sport Events Congress. Tickets are also available for purchase on a stand-alone basis, subject to availability. Cost is \$75 + tax per person and includes attendance to the awards show and lunch. Reserved seating is available for groups of 5 people or more. For more information about Sport Events Congress, the PRESTIGE luncheon or to purchase of tickets or register for the Congress, 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 300 members across Canada, including 140 municipalities, 125 national & provincial sport, multi-sport and major games organizations and variety of other sport and tourism industry partners. Sport tourism is the fastest growing segment of the tourism industry with approximately \$3.6 billion in annual spending.

For more information, contact:

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