

## **MEDIA RELEASE**

For Immediate Release

### **Sport Tourism - *Being in the Game***

**BURLINGTON, May 26, 2011** - With sport tourism being this year's theme over 45 tourism partners attended the Tourism AGM on Thursday May 26<sup>th</sup>, 2011 at Climbers Rock.

Keynote Speaker Rick Traer, CEO of the Canadian Sport Tourism Alliance spoke about the economic and social benefits of sport tourism and how important it is to the local economy. Rick has spent 15 years in national and provincial sport systems and has served on the Association of Pan American Sport Confederations and was a member of the Canadian Olympic Association.

Local sports events were also featured including the Mobility Cup, a sailing competition for disabled athletes, coming to the Burlington/Hamilton area in August, and the Canadian Shield Invitational Soccer tourney with participants from Europe, Australia, South America and the U.S. hosted by the Burlington Youth Soccer Club in July.

In follow-up to these presentations, a sport tourism workshop is planned for the fall to develop a sport tourism strategy and local sport organizations and businesses will be invited to attend.

The host site Climbers Rock also did a climbing demonstration and tour of their indoor climbing facility.

This event was sponsored by Deloitte and the Burlington Hotel Association.

Tourism Burlington is the destination management organization for Burlington and operates a Visitor Centre that is open 7 days a week at 414 Locust Street just minutes from our beautiful waterfront. Contact [www.tourismburlington.com](http://www.tourismburlington.com) for more information or call 905-634-5594.

For more information, contact:

Simone Babineau, Marketing & Sales Coordinator

Tourism Burlington

414 Locust Street, Burlington

905.634.5594 1.877.499.9989 [babineaus@burlington.ca](mailto:babineaus@burlington.ca)