

MEDIA RELEASE

For Immediate Release

Jack van der Laan recognized as Tourism Ambassador Award Recipient

BURLINGTON, April 11th - Jack van der Laan was recognized last Thursday evening at the Chamber of Commerce Business Excellence Awards Gala by **Tourism Burlington** as the **2011 Tourism Ambassador Award Recipient**.

Tourism Burlington congratulates and applauds the efforts of Jack van der Laan in establishing both a successful men's clothing store and a continuing friendship and twinning between Burlington and the City of Apeldoorn in the Netherlands. Jack founded and leads the Canada Netherlands Friendship Association and its efforts to promote the international bond through tourist visits, cultural exchanges, and annual events. His constant dedication to fostering friendship and goodwill between the countries coupled with his passionate service to his city and community make Jack van der Laan a truly deserving recipient of this year's award.

The Tourism Burlington Ambassador Award, sponsored by Burlington Hotel Association, recognizes an individual or group who has made an outstanding contribution to the promotion of Burlington as a tourism destination, which has had a significant impact on visitation to the city. The recipient has contributed over a prolonged period of time in primarily a volunteer capacity, has demonstrated leadership, professionalism and integrity, established a strong legacy and shown dedication to customer service and regularly goes above and beyond to contribute to the success of the event, service or business for which they represent.

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 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

info@tourismburlington.com