

Tourism Squamish Media Release
FOR IMMEDIATE RELEASE

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Tourism Squamish launches high definition promotional videos

Series showcases a diverse range of visitor experiences and 'The Spirit of Squamish'

Squamish – A series of ten vignettes and a feature video highlighting Squamish's adventure activities, its people, First Nations history and "The Spirit of Squamish" are set to be launched beginning the week of January 25.

Timed to coincide with the start of the 2010 Olympic and Paralympic Winter Games and to capitalize on the intense international exposure the area is expected to receive, the vignettes and feature video showcase Squamish's key recreation activities, signature events, tourism attractions and unique experiences.

Shot in stunning, state-of-the-art HD, each video is a mini-movie complete with professional voiceover, gorgeous cinematography and ending with the new signature tagline "The Spirit of Squamish".

"These have been in the works for quite some time," said Lesley Weeks, Manager of Tourism Marketing & Development at Tourism Squamish. "I think the community will be extremely proud when they see them. The vignettes and the feature will help us tell the Squamish story to a global audience and position Squamish as an exciting and diverse year-round destination."

The videos are being released over the next three weeks on TourismSquamish.com and will also be distributed on YouTube and Facebook. The first two vignettes will be posted this week - be sure to check back each week to see what's next!

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