



NEWS RELEASE

FOR RELEASE: Friday, 07 May 2010

One lucky Meeting Planner is the winner of a beautiful diamond ring this Mother's Day weekend, from Venue Saint John!

Marie-Sylvie Pruneau of the **Canadian Association of University Business Officers** in Ottawa won the \$2500 diamond after entering the draw at a recent trade show.

"We had an opportunity to meet face to face with about 400 meeting planners from national associations who can bring city-wide conventions to the city," says Sally Cummings of Venue Saint John. Hotel partners from the Hilton Saint John, Delta Brunswick Hotel, and Saint John Trade & Convention Centre teamed up with the Saint John Hotel Association to do the "GLITZ and GLAM" promotion.

"It's all about building relationships" says Cummings. The meeting planner was one of 25 lucky convention organizers who qualified for the draw, by providing a top lead to host a future convention in Saint John.

This association is looking for a location to host their national AGM in June 13-16, 2015. Saint John will host the organization on a familiarization visit this summer, to show off our city. If successful, the conference would bring 450 delegates, worth close to a half a million dollars in direct spinoffs to the local economy.

Convention Officer Sally Cummings says "Seeing is believing, and when we roll out the red carpet to meeting planners it usually translates into future business."

"Saint John is a Gem, a small, yet sophisticated meeting destination," says Paulette Hicks of the Saint John Hotel Association. "That's why we sponsored the diamond ring giveaway with Venue Saint John and Birks Jewellers."

The Glam promotion launched a busy 2010 marketing campaign to promote Saint John as the province's top meeting destination.

2010 is shaping up to be a busy year of events, including:

- **Jeux D'Acadie** June 30-July 4, 2010 attracting over 2200 people.
- **Canadian Association of Police Boards** 200 delegates, August 2010.
- **Canadian Fire Chiefs Association** 350 delegates, September 2010.
- **Harmony Inc. annual convention** November 10-14, 2010. Roughly 650 women's barber shop singers from the US and Canada attending.

Saint John hosted 318 meetings and events in 2009. That's worth over \$11.7 million dollars in direct spinoffs to the local economy. Saint John has NB's ONLY Inside Connection Pedway linking everything comfortably under one roof. A new Executive Director, Ross Jefferson has been hired to launch the new Destination Marketing Inc. It will increase funding to tourism to over 1.5-million dollars.

For more information contact:

Paulette Hicks, General Manager Delta Brunswick Hotel & President Saint John Hotel
Association (506) 648-1657