

HR Marketing Campaign Positions Banff and Lake Louise as Two of Canada's Best Communities to Work and Live

August 21, 2007 (Banff, Alberta) Recognizing that labor shortages are no longer a blip in the economic cycle but rather a long-term business issue that must be better managed, the Banff Lake Louise Hotel Motel Association today launched a Canada-wide HR marketing campaign aimed at promoting the multitude of seasonal activities that exist within Banff National Park, readily connecting job seekers to a wide-range of accommodation-based employers with employment positions to be filled.

The campaign entitled "Celebrate Life. Working," represents a new and innovative approach to labor attraction in that it places a high degree of emphasis on the community environment, the events, the activities, the friendships that make Banff and Lake Louise such an exciting place to live and work. Combined with the direct recruitment efforts of local accommodation-sector employers, 'Celebrate Life. Working' will elevate awareness about the employment opportunities inside Banff National Park using high impact print and electronic media messaging. A comprehensive list of job seeker resources and accommodation sector employment opportunities will be featured on the campaign websites - www.workinbanff.com and www.workinlakelouise.com

BLLHMA Executive Director, Darren Reeder, says "Young people today have so many employment choices; they can be selective about the job that best suits their personality and lifestyle. The campaign presents a view of what we believe 'work-lifestyle' balance looks like, with information on everything from social and health support networks to the wide range of weekly events and activities planned specifically for an active, outdoor crowd." Adds Reeder, "This information is particularly valuable to parents who are often involved in their child's first decision to work away from home. They want to know there will be an abundance of healthy lifestyle choices for their children. This is the essence of living inside Banff National Park."

The "Celebrate Life. Working" campaign is being driven through print advertising in newspapers across Canada, publications distributed to college and university students, as well through e-marketing campaigns supported by partnering Student Work Abroad Program (SWAP) offices and the BLLHMA's own websites dedicated to HR marketing. Beyond its primary Canadian focus of summer employment and mid-career professionals, the "Celebrate Life. Working" campaign is also focusing its labor attraction efforts on the traditional markets of New Zealand and Australia through the Working Holiday Program.

The "Celebrate Life. Working" campaign will appeal to young Canadians (and foreign workers) who are looking for a change in employment or considering taking some time to explore Canada before they settle into their university studies and/or chosen fields of employment. Says Barb Kusterski, Chair of the BLLHMA's HR Committee and General Manager of the Banff Aspen Lodge, "Our message is really one of *come for the summer, stay the winter...or just stay.*" Kusterski is one of many who has done just that. After arriving in Banff to work as a housekeeper at the age of 18, she never left. Today, as a General Manager of the Banff Aspen Lodge, she couldn't imagine what her life would have been like if she didn't live in Banff.

The BLLHMA is a respected, consensus-building organization that promotes the well-being of the accommodation sector in Banff National Park. Collectively, the Association represents 43 hotel properties that employ in excess of 5000 employees.

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For more information, contact:

Barb Kusterski, General Manager (Chair)
Banff Aspen Lodge (BLLHMA HR COMMITTEE)
Direct: (403) 760-7288

Darren Reeder, Executive Director
Banff Lake Louise Hotel & Motel Association
Direct: (403) 609-2722