



Provincial Exhibition of Manitoba

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Media Release

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Provincial Exhibition of Manitoba Receives Marketing Excellence Award

The Provincial Exhibition of Manitoba was the big winner of the 2009 Marketing Excellence Award at the Travel Manitoba Tourism Awards Gala last night at the Fairmont Hotel in Winnipeg.

“It was such an honour to be one of the three finalists in the category, especially with such strong competitors such as the City of Thompson’s Spirit Way Wolf campaign and Winnipeg’s Folklorama.” says General Manager of the Provincial Exhibition of Manitoba, Karen Oliver. “We won for our 2009 Royal Manitoba Winter Fair Marketing campaign, which generated great results, increasing community partnerships, website traffic, and first time visitors.”

The Manitoba Tourism awards are an annual program recognizing excellence in the promotion and delivery of tourism experiences in Manitoba. Minister of Culture, Heritage and Tourism, the Honourable Flor Marcelino presented the award to Neil Thomson, President of the Provincial Exhibition of Manitoba.



Top Left: The Honourable Flor Marcelino, Minister of Culture, Heritage and Tourism, Neil Thomson, President of the Provincial Exhibition of Manitoba, Paul Robson, Chairman of the Board of Travel Manitoba, and Chantal Sturk-Nadeau, Tourism Winnipeg

Top Right: Terry Klassen, Co-Chair of the Royal Manitoba Winter Fair, Craig Ebbers, Communications and VIP Coordinator for the Provincial Exhibition, Karen Oliver, General Manager of the Provincial Exhibition, and Neil Thomson, President of the Provincial Exhibition of Manitoba.

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The Provincial Exhibition of Manitoba is a non-profit charitable organization with the purpose of showcasing agriculture and linking urban and rural through education and awareness while providing entertainment, community pride and economic enhancement of the region.