



THE CALGARY STAMPEDE





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The Calgary Stampede 8-17 July, 2011

Some of the biggest names in entertainment will be performing live. It's a key stop for politicians. Even newlyweds, Will and Kate will make an appearance. And I'm there too as the Travel Show broadcasts on location from the greatest outdoor show on earth ...

The Calgary Stampede is a celebration of western values and heritage – and will celebrate its **100th year anniversary in 2012**. The people and their stories make the Calgary Stampede a unique destination! It boasts the richest outdoor rodeo in the world - the best cowboys and the toughest stock go head-to-head for ten days and over \$2 million in prize money.

The **GMC Rangeland Derby** chuckwagon event is a key must-experience event at the Stampede. During nine nightly heats, you'll witness all the heart-stopping action as 36 drivers, 288 horses and their teams of outriders vie for over \$1.15 million in prize money!

The Calgary Stampede is also one of Canada's largest **music festivals**, with some of the hottest entertainers on the charts performing on several stages throughout Stampede Park including the Pengrowth Saddledome. The 2011 Stampede Concerts lineup includes: **New Kids On The Block & Backstreet Boys, Katy Perry and Kenny Chesney**.

There is also a spectacular theatrical presentation known as the **Evening Grandstand Show** that ends with nightly fireworks.

The Stampede also includes fascinating agriculture events throughout the 10 days. There can be as many as 4,000 animals on Park at any time during the Stampede. And the Stampede's **Indian Village** offers a wide range of opportunities for visitors to get an insight into first nations' culture. The Indian Village represents the five tribes of the Treaty 7 – the Siksika, T'suu Tina, Nakoda (Stoney), Piikani (Peigan) and Kainai (Blood).

There is a spectacular **Parade** through the city of Calgary, and the city embraces the Stampede with events such as pancake breakfasts. The Calgary Stampede is a city-wide celebration, not just a great event on Stampede Park – and what a city!

There is so much to see and do in **Calgary** – from zip lining at the Olympic park to shopping the eclectic neighbourhoods. Famed for juicy Alberta steak, Calgary offers diverse culinary delights. It has vibrant arts

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and culture, and over fifty Summer Festivals. And it's close to the Rocky Mountains for outdoor adventure.

Calgary has a thriving **culinary scene** with award winning chefs almost literally on every corner. Of course, it's famous for Alberta beef – or venture on the daring side and try some locally raised bison, elk or venison featured at several Calgary dining establishments. But don't stop there, as Calgary's cultural diversity shines through with fabulous Italian and French restaurants. And for nightlife, the Ranchmans is the place to be for a truly authentic western experience, where you can learn how to line dance every week or jump on the mechanical bull – if you dare.

The Calgary Tower is a landmark that many people will remember from the 1988 winter Olympics where the flamed burned – making the tower the world's largest Olympic torch. The torch is still lit today for special occasions, like Canada Day and during the Calgary Flames race for the Stanley Cup.

Calgary offers local **theatre, the Calgary Philharmonic, and the Alberta Ballet**. For a western experience, how about horseback riding – or dare to take a turn on the back of a bull! For adrenaline junkies, how about a trip on the zip line at Canada Olympic Park – or if you visit in the winter, you can feel like an Olympian with a turn on the bobsleigh track.

Calgary Zoo is a must see. Visitors can discover the Canadian Wilds animals (grizzly, cougar, wolf, and more) – it's a great preparation ahead of a trip to the Parks for the wild adventure in the Banff. Butterflies return to the Calgary Zoo in the ENMAX Conservatory – you will find them all through the summer... there will be 12,000 butterflies over the course of time. And Dinosaurs Alive! brings the dinosaurs to life, with 20 realistic, scary animatronic dinosaurs!

Calgary features over **40 festivals** and events from May through September. Major festivals include, of course – the Calgary Stampede, and Globalfest which takes place in August which is an international fireworks competition that takes place over 8 evenings. Spruce Meadows in an international icon in the show jumping community - they host a variety of international show jumping events including the Spruce Meadows National in June.

Discover "How the West was Once" at **Heritage Park Historical Village**, Canada's largest living history museum. It includes the newly-opened "Gasoline Alley" – a hands-on, interactive museum that

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| | <p>features a collection of one-of-a-kind vintage vehicles and oil and gasoline related artifacts. Fort Calgary is the original site where in 1875 the North West Mounted Police constructed a palisade fort with the aim of suppressing whiskey traffic along the Bow River.</p> |
| <p>Stampede 2011</p> | <p>The Royal Couple, Rick Hansen, Kevin Costner, Katy Perry, Kenny Chesney, Salé and Pelletier, deep-fried Pop Tarts, horses prancing across the Grandstand stage and a guy shooting 200-feet out of a cannon twice a day. There's no shortage of surprises at the 2011 Calgary Stampede.</p> <p>With more than 180 attractions and events daily, The Greatest Outdoor Show on Earth will again challenge every visitor who hopes to see it all. "Actually, our research shows that most guests visit twice and still don't cover everything," says Jim Laurendeau, director, Stampede Programming. "Experiencing all the new features in addition to old favorites is virtually impossible to do in just one or two days." There is much to experience in 2011, among the highlights:</p> <ul style="list-style-type: none"> - The human cannonball, David "The Bullet" Smith Jr. will launch himself across Saddledome Plaza twice daily (that's the length of a 747 aircraft). - The Grandstand Show has been transformed into Volte; an equine themed musical extravaganza that organizers say is the biggest spectacle in the 43-year history of the show, delivered on TransAlta Stage – the largest outdoor production facility in the world. - Billboard chart topping artists (Katy Perry, Kenny Chesney, NKOTBSB and Sugarland) perform at the Saddledome and there's an outstanding line-up of top artists at Coca-Cola Stage and Nashville North. - The Calgary Stampede Rodeo promises to be most competitive rodeo on the planet, with 24 current and past world champions, 20 Canadian champions and 20 Calgary Stampede champions competing for a share of the \$2 million in prize money including a chance at \$100,000 on Showdown Sunday, the richest ride in rodeo. - GMC Rangeland Derby brings together the top 36 chuckwagon drivers in the world thundering around the track for a portion of the \$1 million purse. - A section of Agriculture Building has been transformed into Cattle Trail, an exhibition integrating multimedia and live animal displays to help consumers understand how food is produced. - Kids' Chuck Challenge – Experience the adventure of the chucks for kids. Kids can take the reins of petal push plush horses at Saddledome Plaza. - Bell Midway Circus introduces Aiden Orange. Catch this fire-whipping |

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| | <p>contortionist as he twists through a flaming tennis racquet leading up to the highly anticipated fire dive to kick off the evening fireworks.</p> <ul style="list-style-type: none"> - The ENMAX Ice Show returns this year with champions Jaime Salé and David Pelletier as feature skaters in a show that includes a live rock n' roll band, cirque acrobatics and a mesmerizing light show. - 130 food and beverage vendors – including 19 new vendors – will feature favorites like mini doughnuts and deep-fried Oreo cookies and new treats such as the doughnut burger and porkchop-on-a-stick and MacKay's pancake breakfast flavored ice cream. - The Western Showcase is now one of the world's largest exhibitions of western art. <p>Admission to The Greatest Outdoor Show on Earth is only \$15. Tickets for the Rodeo, GMC Rangeland Derby and Saddledome Concerts are selling fast and premium seats are almost gone. To secure seats, visit www.calgarystampede.com.</p> |
| <p>Royal Visit</p> | <p>The public is invited to see Their Royal Highnesses The Duke and Duchess of Cambridge (Will and Kate to you and me!) in the morning of July 8th as they travel the route of the Calgary Stampede Parade just prior to the start of the parade. The Royal Couple will then launch a fireworks display signaling the start of the annual parade.</p> |
| <p>Planning Your Visit</p> | <p>Plan your Calgary Stampede like you have never planned before. Thanks to new and expanded technology at calgarystampede.com, you can design every step of your visit to The Greatest Outdoor Show on Earth.</p> <p>“Our data shows the Calgary Stampede website sees almost 2 million visitors annually and close to 60,000 visits per day for sneak-a-peek and opening day,” says Karen Connellan, director, Consumer Marketing. “With that much traffic we wanted to develop an easy-to-use tool that gives you options you didn’t even know you had.”</p> <p>The online planning tool makes it easy to find Stampede’s hidden gems. It digs deep, covering every inch and every attraction Stampede Park has to offer. This handy feature allows visitors to plan their activities by selecting a specific date, interest or venue from more than 180 attractions and events daily. The tool filters activities to help visitors plan their own personalized itinerary to The Greatest Outdoor Show on Earth.</p> <p>“Our online and social media communities are growing at an unbelievable rate,” says Connellan, “We’re expecting tens of thousands of online visits in the next few weeks, so we’re increasing the number of website servers from two to over 20, to ensure everyone has access to our planning tools.”</p> <p>Also new this year, visitors of the Stampede can text “NEXT” to 313131 to receive Stampede suggestions, announcements and recommendations. The returning Calgary Stampede iPhone app now</p> |

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| | <p>links directly to the online planner and includes a feature to buy tickets directly. The iPhone app is a fast and easy way for tech savvy visitors to plan their Stampede. Go online to calgarystampede.com for more details.</p> |
| <p>History</p> | <p>In 1912 the great Stampede was born from the vision of Guy Weadick. Guy was a famous working cowboy and vaudeville entertainer featured in the traveling wild-west shows that were popular world-wide in the early 1900s. He was a man with a dream of celebrating the romance and authentic culture of the old west. The Stampede we enjoy today has evolved from Guy's vision. He was successful because he understood that as much as things change, we need to believe in the way things were. Here's a chronology:</p> <p>1884 Calgary was incorporated as a town and was home to 500 people. The Calgary and District Agricultural Society was formed.</p> <p>1886 The first fair was produced by the Calgary and District Agricultural Society on October 19 and 20.</p> <p>1888 The Agricultural Society purchased 94 acres of land from the Dominion of Canada and shortly thereafter began to improve the site with a race track, cattle sheds and an exhibition building. This land on the Elbow River has continued to be the site of Calgary's exhibition since then.</p> <p>1889 The Exhibition lands were christened Victoria Park.</p> <p>1908 Calgary was the host for the Dominion Exhibition. Government funds supported the construction of an exhibits building, the roofed grandstand, the livestock exhibits building and several barns.</p> <p>1911 Parimutuel betting (a system in which all bets of a particular type are placed together in a pool) was introduced at the horse races. A new livestock and horse show arena was built.</p> <p>1912 Guy Weadick produced the first "Frontier Days and Cowboy Championship Contest" soon to be known as the Calgary Stampede. The Big Four – Pat Burns, George Lane, A.E Cross and A.J. Maclean – provided financial backing.</p> <p>1919 Guy Weadick returned to Calgary to produce the second Stampede, called the Victory Stampede in honour of the end of World War I. The original Agriculture Building with the Victoria Pavilion was completed.</p> |

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1923 The "Calgary Stampede" merged with the "Calgary Industrial Exhibition" to form the "Calgary Exhibition & Stampede." Guy Weadick moved to Calgary to produce an annual Stampede at the same time as the Exhibition. He invented chuckwagon racing, downtown attractions and the other community activities that brand the Stampede today.

1950 The Stampede Corral was completed.

1954 Fifteen acres between the east boundary of Stampede Park and the Elbow River were added to the lease. Stampede Park's total land base was then 114 acres.

1959 The Big Four Building officially opened and included exhibition space and a curling rink.

1965 The Calgary Exhibition & Stampede considered several expansion options, including Lindsay Park, Lincoln Park and Victoria Park but remained in its Victoria Park location.

1968 City Council approved Stampede Park expansion north to 14 Avenue S.E. Under the agreement, no houses could be removed without city approval and not until alternative accommodation was found for the residents. Community studies and consultation began.

1974 A new larger grandstand with a 5/8th mile racetrack and infield was built. The Indian Village was relocated, Suntime Park was completed and the Kinsmen Elbow River Park initiated.

1977 An independent study reflected the rising power of the tourist and entertainment industry and recommended large versatile facilities based on a grand, themed western motif, renewing interest in Stampede Park expansion.

1980 Olympic organizers recognized that a major arena was a prerequisite for the city's bid for the 1988 Winter Olympic Games; the Coliseum (Saddledome) was built.

1981 The original Roundup Centre was completed.

1983 The Saddledome was officially opened.

1990 Calgary Exhibition & Stampede released its "Horizon 2000" expansion plan.

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1991 Results of the community-initiated Spirit of Stampede workshop supported growth and development of the Stampede as a year-round tourist attraction in conjunction with redevelopment of the surrounding Victoria community as a high-density mixed-use residential, office, retail, and entertainment precinct.

1998 Council agreed to a Park expansion proposal developed by the VPRC and the Stampede to revitalize the Victoria Park area and to encourage the Stampede's future growth. The eight-block expansion area extended north to 12 Avenue S.E., between Macleod Trail and the Elbow River.

2000 The Roundup Centre addition was completed (the City added eight acres of land to the lease, bringing the total to 151 acres).

2001 Stampede Park invested \$7 million in a state-of-the-art Grandstand Stage, and more than \$1 million in Park and Elbow River bank beautification.

2004 Calgary Exhibition & Stampede released an updated and detailed expansion and development plan—a 15-year, \$550 million package of projects.

2005 An environmental committee was formed to address growing need to minimize the organization's environmental footprint through recycling, reducing and adopting operational practices that respect our land, water, and air.

2006 The Stampede announced plans to transform Stampede Park from a parking lot into a park over the course of several years. The greening project will replace asphalt with trees and reclaim the riverbanks towards the creation of a green oasis right in the heart of Calgary. Stampede Park Development Plan projects begin with the construction of a new and relocated Stampede Casino. This marked the first major step in fulfilling the vision of developing a world-class, year-round gathering place for Calgarians and visitors.

2007 The Government of Canada announced a \$25 million grant in support of Calgary Stampede's greening project. Work began on the \$50 million expansion of the Roundup Centre, fully funded through Government of Alberta grants.

2008 The Public Art program was launched with a mandate to create 10 heroic-sized bronze sculptures for Stampede Park and possible

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| | <p>locations in downtown Calgary. A \$65-million investment was announced to build a state-of-the-art agriculture facility and redevelop up to 50 acres of Stampede Park. The new Stampede Casino was sold to an outside partner, allowing the Calgary Stampede to reinvest revenue into other development projects.</p> <p>June 2009 The Roundup Centre was renamed BMO Centre when BMO Financial Group acquired the naming rights to the building in the largest corporate sponsorship in Stampede history.</p> |
| <p>The Stampede in a Nutshell</p> | <ul style="list-style-type: none"> • The dates for the 2011 Calgary Stampede are July 8 – 17. • The Calgary Stampede is a celebration of western values and heritage that boasts the richest outdoor rodeo in the world, thrilling chuckwagon races, a spectacular theatrical presentation known as the Evening Grandstand Show and world-class agricultural attractions and competitions. It is this western spirit, the people and their stories that make the Calgary Stampede a unique visitor destination. • The Calgary Stampede is one of Canada’s largest music festivals with some of the hottest entertainers on the charts performing on several stages throughout Stampede Park including the Pengrowth Saddledome. • The Calgary Stampede hosts the world’s richest outdoor rodeo where the best cowboys and the toughest stock go head-to-head for ten days and over \$2 million in prize money. • The GMC Rangeland Derby chuckwagon event is a key must-experience event at the Stampede. During nine nightly heats, you’ll witness all the heart-stopping action as 36 drivers, 288 horses, and their teams of outriders compete for over \$1.2 million. • The Calgary Stampede is a city-wide celebration, not just a great event on Stampede Park. • The Stampede also includes fascinating agriculture events throughout the 10 days. There can be as many as 4,000 animals on Park at any time during the Stampede. • The Stampede’s Indian Village offers a wide range of opportunities for visitors to get an insight into first nations’ culture. The Indian Village represents the five tribes of the Treaty 7 – the Siksika, T’suu Tina, Nakoda (Stoney), Piikani (Peigan) and Kainai (Blood) of Treaty 7. |

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| | <ul style="list-style-type: none"> The Calgary Stampede, a volunteer-supported, not-for-profit community organization, celebrates its 100th year anniversary in 2012. |
| <p>Rodeo</p> | <p>How do you get rodeo's roughest champions and the ranch's toughest stock together? Only by invitation. That's the Calgary Stampede Rodeo. The world's best rodeo athletes. Famously tough stock. Head-to-head for ten days leading into Wildcard Saturday and Showdown Sunday – the biggest one-day prize in pro rodeo.</p> <p>Six major events – Bareback, Bull Riding, Barrel Racing, Saddle Bronc, Steer Wrestling and Tie-Down Roping are the backbone of the Stampede Rodeo. Add in Novice Bareback, Novice Saddle Bronc, Junior Steer Riding and Wild Pony Racing for the youngsters and you've got the best rodeo in the world.</p> <p>Tournament-style Rodeo In 2006, The Calgary Stampede Rodeo roped new ground by introducing the new tournament-style rodeo and this year, for the first time ever, prize money will top the \$2 million mark. First, the contestants are divided into two pools. It's a new rodeo every day as these talented contestants compete for \$60,000 in prize money - \$10,000 in each event. The top four money winners in each pool advance to Showdown Sunday. The remaining six competitors in both pools will compete on Wild Card Saturday, with the top two in each event advancing to Showdown Sunday. It's a one shot go for broke performance.</p> <p>Rodeo's Richest Afternoon With over \$1,000,000 to be given away, Showdown Sunday is truly "Rodeo's Richest Afternoon". This progressive final sees all 10 qualifiers compete once, with the four highest scores or fastest times to advance to the Showdown round. These top-four contestants will let it all hang out for the top prize of \$100,000 and the Calgary Stampede Championship. It's straight-up rodeo, an exciting format, top dollars, elite athletes and superstar stock.</p> |
| <p>Evening Shows</p> | <p>Every night at 8:00 p.m., one of the world's great entertainment extravaganzas unfolds in front of you. Not only do you get two shows for the price of one, but each show is a unique experience that thrills audiences from around the world.</p> <p>The GMC Rangeland Derby The GMC Rangeland Derby isn't just something you watch, it's something you feel. When the klaxon blares, four wagons, 32 horses and 128 thundering hooves roar by with a rumble so intense it shakes 17,000 cheering fans right out of their seats and to their feet, the excitement building with every single race.</p> |

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| | <p>The Grandstand Show After the chuckwagon races get your adrenaline pumping, what does The Greatest Outdoor Show on Earth do for an encore? They finish the night with a bang, of course. The Grandstand Show, featuring The Young Canadians, caps off the night with the spectacular TransAlta Lights Up the Night fireworks— it's an extravaganza you won't want to miss.</p> |
| <p>Concerts</p> | <p>The Pengrowth Saddledome is the ideal arena for the top acts of the day. Over the years, the Stampede has hosted the likes of Alan Jackson, Kenny Chesney, Taylor Swift, George Strait, Reba and Gretchen Wilson. Admission to Stampede Park is included with your ticket when purchased in advance. The 2011 Stampede Concerts lineup includes: New Kids On The Block & Backstreet Boys, Katy Perry and Kenny Chesney</p> |
| <p>The Stampede for Kids</p> | <p>The Calgary Stampede is the only place in the world where every kid is a cowboy or cowgirl. So go ahead, break out those Stetsons, and step into the summer sunshine for ten days of big fun for the little ones.</p> <p>The Midway Brought to you by North American Midway Entertainment, get ready for all kinds of altered states of equilibrium with this years' lineup of almost 40 major rides. Whatever your pleasure, the Midway's got a ticket for you. So climb in, sit back and...SCREAM if you want to go faster... Of course, you don't need to lose your lunch to have a good time on the Midway. From Ring Toss to Whack a Mole, there's a game calling your name. So go ahead, try your luck, or test your skill. Then hold your trophy high champ, 'cause nothin' says 'winner' like that stuffed panda you traded up for.</p> <p>BMO Kids Zone Visit the BMO Kids Zone located within the Kids' Midway where kids will get to clown around by learning how walk on a tight rope, juggle and other fun activities from the folks at the Calgary Circus School. Be sure to stop by and take part in some of the fun.</p> <p>Buckaroos Buckaroos is the place to be for kids under 12 years old in 2011. Kids will be able to enjoy many of their favourite activities such as Play-Doh, button making, face painting, Plasma Cars and Speed Stacks. They'll definitely want to bounce on one of three giant inflatable play structures, as well as check out the great entertainment lineup on the Buckaroos Stage! Plus there's a huge multilevel playground.</p> |

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| | <p>Kids' Team Penning Competition Daily: 2:30 & 4:30 p.m. Teams of young cowboys and cowgirls between five and 10 years test their team penning skills. Come learn the basics of penning and teamwork.</p> <p>Kids Pedal Tractor Pull Children ages four and 12 years can try their skills at a tractor pull. There's lots audience participation, education and down home fun.</p> |
| <p>Dining at the Stampede</p> | <p>Contrary to popular belief, corndogs are not the only fine dining you'll find at the Calgary Stampede. Sure, the classic concession stands abound, but gourmet is as easy to come by as our more traditional offerings. Got a hankering? Chances are Stampede has got something to satisfy it.</p> <p>Food on the Midway</p> <p><i>2011: Visions of deep-fried Pop Tarts, mac and cheese pizza and moowiches dance in his head. Welcome to the life of James Radke, the Calgary Stampede's Midway Operations manager who brings in the annual Stampede's best and wackiest foods. Radke and the Midway department are responsible for creating the Midway area each Stampede and that means bringing in food and beverage vendors to create Stampede favorites like mini doughnuts and deep-fried Oreo cookies. The team also looks for exciting new items such as the, new for 2011, doughnut burger and pork chop-on-a-stick. "We have a lot of fun finding new foods each year," says Radke. "Sometimes the vendors come up with new ideas and other times the Stampede approaches vendors with an idea." One of the new menu items Stampede guests can try this year is the turkeytini which was inspired by a cocktail party appetizer Radke had sampled. Read all about the new foods on the Stampede blog.</i></p> <p><i>Each year, the Stampede awards the best new food vendor. Be sure to come down to Stampede Park on Sneak-a-Peek evening, Thursday, July 7, and watch as vendors with new foods present their dishes in front of four celebrity judges. The judges will then determine who has the 2011 Stampede's best new offering. Last year, the pulled pork parfait was the winner featuring mashed potatoes, gravy and savory pork presented to resemble an ice cream parfait.</i></p> <p><i>On average there are 130 food and beverage vendors on Stampede Park during the 10-day Stampede. This year, 19 new vendors will be</i></p> |

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offering up a variety of dishes.

The vendors application process begins in November. The Stampede sorts through the applications, checks references and determines what foods are required for the upcoming Stampede. A large component of choosing vendors is their ability to accommodate the Stampede's large crowds. "A typical vendor is exposed to about 120,000 people a day," explains Radke. "They need to be quick and offer an outstanding product."

The approved vendors are then placed strategically around the Park as Radke and his team plan how the Midway will take shape. "It's a bit like a jigsaw puzzle. We make sure to place a variety of vendors around the Park so no matter where a guest is, they have a range of food and beverage options."

And what is the man who has been thinking about Stampede food for months most excited about sampling this year? Radke pauses and then smiles, "All of it, but definitely the kubi korn balls."

Restaurants and Cafes

Mavericks Dining Room & Lounge, Upper Level Big Four Building
Full menu and children's menu available.

The Range, Lower Level Big 4 Building
Stampede favourites: Fish and Chips, Italian Panini, Perogies & Sausage, Pizza, Montreal Smoked Meat, Spaghetti, Pocket Dawg, Souvlaki, Hamburgers, BBQ Beef on a Bun, Fries, Smoothies, Cold Beer, Soft Drinks, Coffee, a NEW wine bar, our CS Saloon featuring our full service bar and much more....

Bull's-Eye Cookshack Across from Nashville North.
This is how you do a burger at the Stampede! Sink your teeth into a giant BBQ Burger followed by a cold beverage. Enjoy your Stampede day in the centre of all the action.

Harvest Room Café, Plus 15 level, BMO Centre
Try their signature dish, Wonton Soup and other classic Chinese food favourites.

The Clubhouse Restaurant, located on the fourth level of the grandstand the Clubhouse is open during the ten days of

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| | <p>Stampede daily from 11:00 a.m. until the evening show is over. This family friendly venue is open to the public and features several hundred ticketed seats with an excellent view in a glass enclosed – climate controlled atmosphere.</p> |
| <p>Western Oasis Themed Area</p> | <p>Promise to take a break, stroll through Western Oasis and experience the hidden cool, calm, culture of Stampede Park. Lush vegetation and water features set the perfect atmosphere for the Calgary Stampede Art & Lifestyles Showcase. Take in live performances throughout the venue and appreciate the specially selected wine and food pairings in the Western Oasis Wine Garden.</p> <p>Wine tasting and education takes place daily from 4 p.m. to 8 p.m. Savour and learn about Canadian and International vineyards. Pair your sample or enjoy a full glass, with foods from the local ‘Calgary Stampede Grown Right Here.’ program.</p> <p>Canada’s finest display of western art is featured here in the Artists’ Studios, which offer a unique opportunity to meet and purchase art directly from the artists. Artists work in a number of diverse mediums and sometimes combine a number of these different elements to create exciting and unique works of art. The artists are on hand daily so you can learn about how that ‘must have’ piece of art was created.</p> <p>Western Art Gallery - exhibits and sells the work of new and emerging artists. This year the work of 33 artists and our feature artists, Karen Brownlee and Jay Contway, has been juried in. People of the Plains, Artistic Expressions is a special exhibition and sale that showcases aboriginal artists.</p> <p>The Great Foot Race by Charlie Russell Western Photo Gallery - provides an opportunity for photographers to share a favourite subject of theirs, a history of the west. All photographs are juried by professionals and are for sale. Visit with some of our photographers in “Photographer’s Corner” where they will answer questions and talk about their work, daily from 2 to 5 p.m. and 5 to 7 p.m.</p> <p>Jade Bull by Lian Ning Hushan-Jin Window on the West Stage - ‘the happening place’, features non-stop entertainment showcasing the western lifestyle and culture. Enjoy an eclectic mix of western/folk music, cowboy poetry, yodeling and comedy.</p> <p>Artist Ranch Project - features the work of four artists inspired by the Stampede Ranch.</p> |

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| | <p>Old Soles by Tamie Campbell Western Lifestyles - Daily demos take place in the Creative Arts & Crafts area and the best of western cooking is featured in the Kitchen Theatre with daily, non-stop cooking demos and the very popular Dueling Chefs competitions. Then, be sure to vote for your favourite decorated cowboy hat as we take 'A whimsical look at the western cowboy hat'. And Celebration of the Guilds offers demos by a different arts and craft guild each day.</p> |
| <p>Animal Care</p> | <p>Animals are an essential part of life in Alberta and that fact is celebrated at the Stampede each July and throughout the year. From the parade and show ring to the rodeo and chuckwagon races—the Stampede are leaders in setting the highest standard of animal care. They work closely with groups such as the Alberta SPCA and the Calgary Humane Society to continually enhance animal safety measures. Both groups are on-site monitoring events. All competing livestock are under constant veterinary care and attention.</p> <p>The Calgary Stampede pen system The extensive pen system is designed to direct and house rodeo stock quickly and safely before, during and after any infield appearances.</p> <p>Stock crew The cornerstone of their Safety First livestock policy is the Stampede stock-crew. Members are handpicked for their skill and knowledge of stock handling and are led by our senior handler with over 45 years' experience. It's their job to ensure every animal in their care is treated with dignity and responsibility, even in the rush of Stampede infield and track action.</p> <p>Off-park accommodations For comfort and security, bucking stock is housed off-park in peaceful, spacious pens and pastures. This keeps these sensitive animals away from the bright lights, noise and bustle of the city, the Park and the nightly fireworks.</p> <p>Fitness to Compete Over the days of the Calgary Stampede they will roll out one of the most comprehensive animal care programs in North America. The hundreds of majestic thoroughbreds of the GMC Rangeland Derby and the powerful bucking and bovine stock of the Calgary Stampede Rodeo will be scrutinized as never before as part of the Stampede's new Fitness to Compete program. The program enhances the Stampede's position as a leader in animal care and ensures that only the healthiest and fittest of animals will compete at The Greatest Outdoor Show on Earth, July 8-17.</p> |

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| | <p>“This new program takes the Stampede’s animal care program to an entirely new level,” says Dr. Greg Evans, chief veterinarian for the Calgary Stampede. “It provides our independent veterinarians more detailed information about each horse and allows us even closer contact with each animal on race days and in between.”</p> <p>Beginning this weekend, veterinarians will begin implanting a microchip in every horse that is scheduled to compete in the GMC Rangeland Derby this year. The microchip allows veterinarians to carefully track and monitor performance days and rest days for over 500 horses competing in 90 heats. It also provides an effective tracking system for horses receiving any kind of medical treatment or therapy. The Fitness to Compete program also includes:</p> <ul style="list-style-type: none"> - All horses will be given a thorough inspection by a team of veterinarians upon arrival at Stampede Park and prior to competition. - Drivers must submit an inventory of horses for competition and the inventory of horses will be subject to ongoing veterinarian inspections. - Drivers will be asked to submit a list of horses competing daily by 4 p.m. for a thorough pre-race inspection. If a horse is found not fit to compete, it will be “scratched” for that evening. - Post-race inspections of all horses as they leave the track and - Mandatory rest days for all horses – a horse can race four days consecutively, but then will require two rest days prior to being eligible to compete again. <p>“We know that when our drivers compete in the GMC Rangeland Derby this year, they will be competing against and with the healthiest and toughest thoroughbreds anywhere in the horse racing industry,” says Pat Powell, president, World Professional Chuckwagon Association. The bucking and bovine stock of the Calgary Stampede Rodeo will also receive increased attention while on Park. Brought onto the Park each day, every animal in the rodeo will undergo a thorough veterinarian inspection prior to competition. The vet will have the authority to withdraw the animal from the day’s event should the animal’s health appear to be in question in any way.</p> |
| <p>Horse Haven</p> | <p>They say “neigh,” not “eh.” But in many ways, says Suzanne Spierenburg, the Canadian equine breed is a typical Canuck specimen. “Definitely,” says Spierenburg, who breeds Canadians at their Willow View ranch near Rocky Mountain House, Alta. “No frills. Polite. Easygoing. And great to get along with.”</p> <p>The Canadian, named the national horse of Canada in 2002 by parliamentary decree, will be on display – as will 16 other breeds of light horse – as Horse Haven saddles up for another 10 days during the 2011 Calgary Stampede. Open daily from 11 a.m. to 8 p.m. in the north end of the Agriculture Barns, and adopting a Western setting, Horse Haven will feature presentations, demonstrations, and plenty of horse</p> |

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sense as breeders talk up their equine companions and promote the breed they love.

Horse Haven will feature 17 breeds of horse that live and thrive in Alberta – Appaloosas, Canadians, Curllys, Foxtrotters, Friesians, Gypsy Cobs, Miniatures, Morgans, Norwegian Fjords, Paints, Paso Finos, Peruvian Pasos, Quarter Horses, Standardbreds, Tennessee Walkers, Thoroughbreds, and Welsh Ponies.

These light horse breeds can be seen in action daily during demonstrations in the Northern Lights Arena and the Big Top.

“It’s really interesting to come see all the different types of horses out there, and the types of things they do,” says Kristin Hack, a vice-chair of the Stampede’s Light Horse committee. “The Missouri Foxtrotter, the Tennessee Walking Horse, the Peruvian Paso, and the Paso Fino are all bred for their smooth riding gaits, so they cover distance in a comfortable fashion.

“The stock horses, like the Paint and the Quarter Horse, are often working cattle horses. The Friesian horse is often more oriented toward driving or dressage. And the Canadian is one of those versatile horses that fits into a few different categories.”

The Canadian, which originated from horses sent to Quebec by France’s King Louis XIV during the 17th century, earned a reputation as an easy-keeping and extremely hardy animal. Influential in developing other North American horse breeds, such as the Morgan, the Tennessee Walker, and the Missouri Foxtrotter, the versatile Canadian was used for logging, coach transportation, and riding, and was considered the strongest light horse, pound for pound, in the world — with a great nickname (“The Little Iron Horse”) to boot.

The Canadian breed nearly disappeared in the 1970s, with only a few hundred remaining, but has since made a spectacular comeback.

“These days, they’re used for all kinds of things – jumping, dressage, carriage work, endurance work. I use my guy as a cattle and trail horse,” says Darrell Dvorak, a vice-chair of the Stampede’s Light Horse committee. “One of the things that makes them so great for that type of work is that they’ve got wonderful minds.”

Spierenburg first began working with Canadians about 20 years ago after the late Alfred Carter, of Winfield, introduced the breed to Alberta. Spierenburg showed Canadians in the Battle of the Breeds at Spruce Meadows for three years, began breeding the animals not long afterward, and has extolled the virtues of the breed at Horse Haven for the better part of a decade.

“I was really impressed by what a low-maintenance horse they were,” says Spierenburg. “It was a big difference from other horses I have owned . . . these guys were so easy to train. No buck, no silliness. They were quite impressive to work with.”

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| | <p>Horse Haven will feature plenty of interactive opportunities, with a larger “activity zone” involving displays and demos regarding horsemanship. Representatives of the University of Calgary’s Faculty of Veterinary Medicine will also be on hand to make educational presentations. “It’s focusing on the idea of horsemanship – giving the public an opportunity not only to see what people do with their horses, but what it takes to be able to do those things with their horses,” says Hack. Equestrian vaulting, a new, must-see light horse demonstration, will take over the Big Top on Monday, July 11 at 12:45 and 2:30 p.m. A combination of gymnastics and dance on horseback, vaulting teaches children and adults to move in harmony with a horse, as well as improving balance, flexibility, strength, and teamwork skills. The boardroom will also come to the barn again this year at Horse Haven – as The Natural Leader, an Alberta-based company, uses the relationship between horse and handler to teach companies how to build effective corporate leadership, communication, and team collaboration skills. The Natural Leader takes centre stage in the Northern Lights Arena on Tuesday, July 12 at 10 a.m. The Stampede will be webcasting all events being held in the Scotiabank Saddledome and the Big Top this year. Visit http://ag.calgarystampede.com/saddledome-ustream-2011 for live streaming of Saddledome action, and http://ag.calgarystampede.com/big-top-ustream-2011 for events under the Big Top.</p> |
| <p>Stampede Packages 2011</p> | <p>To make your Stampede easier, the Calgary Stampede has put together packages that combine many experiences at one price. So put on your hat, pull on some boots and leave it all behind with one of their signature Getaway packages.</p> <p>Choose from Full-Day, Two-Day or Two-Day Plus Alberta packages. Each one is packed with value, convenience and uniquely memorable Stampede experiences. To purchase, view details below, go to the website at http://cs.calgarystampede.com/tickets/ticket-packages.html or call the Calgary Stampede Ticket Office at 403-269-9822</p> <p>Full-Day Packages - Stampede non-stop all day.</p> <p>Parade Day GetAway Can't wait to get started? Begin your day with prime seats at the Stampede Parade before heading down to the Park for all the events and entertainment included with admission, plus opening day of the Stampede Rodeo. This package includes:</p> <ul style="list-style-type: none"> - Level One End Rodeo ticket - Reserved seats for the Calgary Stampede parade |

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- Parking pass
- Rodeo souvenir program
- Round trip transportation between Stampede Park and parade route
\$105 per adult \$65 per child

Family GetAway

Great Family GetAways include something for everyone to enjoy! Our complete package covers everything from transit to entertainment, so you can concentrate on what really matters – sharing memorable time together as a family! This package includes:

- Level One End Rodeo or Evening Show ticket
- Reserved seats for the Enmax presents: Acrobatic Ice Show
- Two transit passes for each person
- \$10 food voucher per person
- Bag of mini donuts for each person
- Collector's edition souvenir program (one per person)
- CS whistle hat

Rodeo \$85 per adult \$65 per child

Evening Show \$100 per adult \$75 per child

Ladies GetAway

Round up the ladies for a girls' day (or night) out Stampede-style. This package includes:

- Level One End Rodeo or Evening Show ticket
- Reserved seat for the Enmax presents: Acrobatic Ice Show
- \$10 food voucher per person
- One drink ticket per person
- One glass of wine in the Western Oasis Wine Bar
- One 15% discount card for Lammler's Western Wear
- Bag of mini donuts for each person
- Collector's edition souvenir program (one per person)

Rodeo \$105 per adult*

Evening Show \$125 per adult*

*Minimum of two packages must be purchased

Buck the Line

Two-step your way straight into Nashville North to hear some of the greatest performers in country music. This package includes:

- Level One End Rodeo ticket
- Admission to Nashville North via Buck the Line entrance prior to 9 pm
- Two drink tickets per person
- One beef on a bun

\$165 per adult

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| | <p>2011 Two-Day Packages Two-Day Thrill Includes two great days on the Park and special Stampede mementoes. \$235.00 per person (exclude fees and taxes)</p> <p>Chaps & Chucks A wild west double-header that needs two days to fit it all in. Not only do you get two days of all the great on-Park events and entertainment, you'll also get prime Rodeo and Evening Show tickets along with mementoes that will help you relive the thrill forever. \$159.00 per person</p> |
| <p>World Championship Blacksmiths' Competition</p> | <p>Iain Ritchie learned at the forge of a true master – a seventh-generation farrier who kept the Ritchie family's horses on solid footing east of Edinburgh, Scotland. And if Ritchie didn't appreciate the tradition, the honour, or the pride involved in the anvil's ring back then . . . well, he sure does now.</p> <p>Ritchie, a farrier who shoes hunter/jumper, dressage, eventing, trial, and Vancouver police horses in British Columbia's Lower Mainland, is one of 56 competitors from 13 countries worldwide who'll be converging on the Calgary Stampede for the 32nd annual World Championship Blacksmiths' Competition, which runs from Thursday, July 7 through Sunday, July 10 under the Big Top.</p> <p>The WCBC, known as the "Olympics of blacksmithing," has attracted modern-day Vulcans from England, Denmark, New Zealand, Scotland, Australia, Ireland, Norway, France, Wales, Belgium, Northern Ireland, South Africa, the United States, and Canada. More than \$50,000 in cash and prizes are up for grabs, with the winner receiving a \$10,000 cheque, a limited-edition bronze trophy, a Stampede hand-tooled buckle, and a champion's jacket.</p> <p>Steven Beane of England enters this year's competition seeking his third straight Stampede title. Last July, Beane, from Northallerton, North Yorkshire, became the WCBC's first back-to-back champion since Billy Crothers of Wales notched his second and third Calgary crowns in 1995 and 1996.</p> <p>On Saturday night, after accumulating points in eight different forging and shoeing classes over three days, the top 10 competitors will advance to Sunday's semifinal at 9 a.m. under the Big Top. The top five will return immediately for the WCBC's final round under the Big Top at 11:30 a.m.</p> <p>This year, WCBC organizers are also placing special emphasis on the four-man team championship, with the winning squad splitting a \$10,000 pot. The competition's forging and shoeing champs will each earn \$1,000, as will the top rookie.</p> <p>Ritchie is entering the Stampede on a hot streak. Back in 2009, he</p> |

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| | <p>cracked the WCBC's final, ending up fifth overall. And this past April at Stampede Park, he took another big step, winning the Canadian Horseshoeing Championships for the first time after finishing as the national bridesmaid for three straight seasons.</p> |
| <p>The Travel Show Prize Trip</p> | <p>Calgary Stampede Trip Showcase:</p> <ul style="list-style-type: none"> - Fly to Calgary and stay at least 2 nights - Get Rodeo tickets including Park admission: the best of the best saddle up each afternoon for a ground-shaking showcase of World Class rodeo action. Watch as top-ranking professionals compete for \$2 million dollars in prize money. - Be sure to see the Evening Show: witness nine heart-stopping Chuckwagon Races explode in an all out dash for the finish line. Chuckwagon Racing is an amazing contest of nerves and horsepower ~ a challenge that ignites thousands of fans each night. Then as the sun goes down, the stars come out for high energy 90-minute outdoor stage show featuring hundreds of singers, dancers, and musicians who dazzle and delight audiences of all ages. The show is brought to a fitting close with an awe-inspiring display of electrifying fireworks at Midnight. - No trip to Calgary is complete without a visit to the Calgary Zoo - An easy way to get about is with Transit (Light Rail Train) pass booklets |
| <p>Admission</p> | <p>Stampede Park is open from 11 a.m. to midnight during the Calgary Stampede, July 8-17, 2011.</p> <p>With admission to Stampede Park, you have access to hundreds of exhibits, activities and entertainment options, including the Superdogs and free concerts at the Coca-Cola Stage.</p> <p>General (13 to 64) \$15 Seniors (65 & over) \$8 Child (7 to 12) \$8 Child (6 & under) Free</p> <p>In addition, there are a number of special deals and value days like Western Heritage Day and Suncor Family Day that include free admission to Stampede Park.</p> |
| <p>For more information</p> | <p>Website: www.calgarystampede.com Tel: 1888.261.1010 Travelpackages@calgarystampede.com</p> <p>The Stampede will be webcasting all events being held in the Scotiabank Saddledome and the Big Top in 2011. Visit http://ag.calgarystampede.com/saddledome-ustream-2011 for live streaming of Saddledome action, and http://ag.calgarystampede.com/big-top-ustream-2011 for events under the Big Top.</p> |

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| CALGARY | <p>There is so much to see and do in Calgary – from zip lining at the Olympic park to shopping the eclectic neighbourhoods. Famed for juicy Alberta steak, Calgary offers diverse culinary delights. It has vibrant arts and culture, and over fifty Summer Festivals. And it's close to the Rocky Mountains for outdoor adventure.</p> <p>Calgary has a thriving culinary scene with award winning chefs almost literally on every corner. Of course, it's famous for Alberta beef – or venture on the daring side and try some locally raised bison, elk or venison featured at several Calgary dining establishments. But don't stop there, as Calgary's cultural diversity shines through with fabulous Italian and French restaurants. And for nightlife, the Ranchmans is the place to be for a truly authentic western experience, where you can learn how to line dance every week or jump on the mechanical bull – if you dare.</p> <p>The Calgary Tower is a landmark that many people will remember from the 1988 winter Olympics where the flamed burned – making the tower the world's largest Olympic torch. The torch is still lit today for special occasions, like Canada Day and during the Calgary Flames race for the Stanley Cup.</p> <p>Calgary offers local theatre, the Calgary Philharmonic, and the Alberta Ballet. For a western experience, how about horseback riding – or dare to take a turn on the back of a bull! For adrenalin junkies, how about a trip on the zip line at Canada Olympic Park – or if you visit in the winter, you can feel like an Olympian with a turn on the bobsleigh track.</p> <p>Calgary Zoo is a must see. Visitors can discover the Canadian Wilds animals (grizzly, cougar, wolf, and more) – it's a great preparation ahead of a trip to the Parks for the wild adventure in the Banff. Butterflies return to the Calgary Zoo in the ENMAX Conservatory – you will find them all through the summer... there will be 12,000 butterflies over the course of time. And Dinosaurs Alive! brings the dinosaurs to life, with 20 realistic, scary animatronic dinosaurs!</p> <p>Calgary features over 40 festivals and events from May through September. Major festivals include, of course – the Calgary Stampede, and Globalfest which takes place in August which is an international fireworks competition that takes place over 8 evenings. Spruce Meadows in an international icon in the show jumping community - they host a variety of international show jumping events including the Spruce</p> |
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| | <p>Meadows National in June.</p> <p>Discover “How the West was Once” at Heritage Park Historical Village, Canada’s largest living history museum. It includes the newly-opened “Gasoline Alley” – a hands-on, interactive museum that features a collection of one-of-a-kind vintage vehicles and oil and gasoline related artefacts. Fort Calgary is the original site where in 1875 the North West Mounted Police constructed a palisade fort with the aim of suppressing whiskey traffic along the Bow River.</p> |
| Location | In Southern Alberta |
| Geography | Straddling two mountain rivers, the Bow and the Elbow, the city of Calgary rests in a deep river valley where the great plains to the east start to buckle and toll on their way to the Canadian Rockies. |
| Name | Originally named Fort Brisebois, after NWMP officer Éphrem-A. Brisebois, it was renamed Fort Calgary in 1876 by Colonel James Macleod. It was named after Calgary on the Isle of Mull, Scotland. While there is some disagreement on the naming of the town, the Museum on the Isle of Mull explains that kald and gart are similar Old Norse words, meaning 'cold' and 'garden', that were likely used when named by the Vikings who inhabited the Inner Hebrides. Alternatively, the name might come from the Gaelic, Cala ghearraidh, meaning 'beach of the meadow (pasture)'. |
| Population | The population of the City of Calgary is 1.1 million. |
| Language | English |
| Currency | Canadian Dollar |
| Tipping | In restaurants and bars with table service, a tip of about 15% is customary if service is cheerful and efficient. If service is exceptional, a 20% tip shows strong appreciation. |
| Government | Calgary citizens vote for members of the Calgary City Council every three years. City Council consists of the mayor and 14 ward aldermen. The mayor is Naheed Nenshi who was first elected in 2010. |
| Documentation | None required for Canadian citizens. |
| Time zone | Mountain Time, two hours behind Toronto and Montreal |
| Health | Canadian travelling out of their own province should ensure that they have appropriate travel insurance. |
| Safety tips | Calgary is considered a very safe city. |

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| CLIMATE | |
| General climate | Calgary and area has a moderate four-season climate, with large variations in temperature between seasons and from one locale to another. Summer days in the city of Calgary are usually warm and dry with cool evenings because of the altitude and proximity to the mountains. However, a summer day in Drumheller is often very hot and |

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| | <p>dry, approximating desert-like conditions. A summer day in the mountains can be hot but the evenings are always cool.</p> <p>Alberta has more hours of sunshine in a year than any other province in Canada and Calgary is known for its blue skies. A unique phenomenon called a Chinook wind can raise temperatures more than 20 degrees in one day, turning winter days into spring. A strong wind and an arch of clouds form over the mountains, heralding the Chinook.</p> <p>Calgary and area is typically dry with the largest amount of rainfall during the spring months. Although the mountain areas receive significant amounts of snow in the winter, Calgary often receives only a very moderate snowfall.</p> |
| Today's weather | 20 C and sunny in Calgary (July 9 th 2011) |
| Best time to visit | Calgary is very much a four season destination with winter thrills in the cold months and so much to see and do in the warmer seasons. |

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| GETTING AROUND | |
| Getting There | <p>Air Canada and WestJet have frequent service from Eastern Canada to Edmonton and the flight duration is approximately 4.5 hours.</p> <p>Cab fare to downtown hotels comes to around \$25. Several downtown hotels provide shuttle service from the airport; the only devoted airport shuttle is the Airporter Express run by Sundog Tours (tel. 403/249-9617; www.sundogtours.com ; adult one-way \$15, child \$8), which now runs only pre-arranged shuttle service.</p> |
| Distances | Calgary is 300 km south of Edmonton; Vancouver is 11 hours by car; Toronto is a 35 hour drive! |
| +15 | The "Plus 15" system is a series of enclosed walkways connecting downtown buildings, 15 feet above street level. These walkways enable you to shop in living-room comfort, regardless of the weather. Watch for the little "+15" signs on the streets for access points. All the downtown malls are connected, as are several office towers. |
| LRT | Many of Calgary's attractions and shopping experiences are only a short ride away using Calgary's transit system of buses and/or the light rail train (LRT). The LRT is free in the downtown core and very reasonably priced outside the core. Visit attractions, shops and restaurants without the hassles of driving and parking. |
| Trains | <p>The Rocky Mountaineer and Royal Canadian Pacific operates railtour service to Calgary; VIA Rail no longer provides intercity rail service to Calgary. More information is available on the Rocky Mountaineer elsewhere on this site at:</p> <p>http://www.chrisrobinsontravelshow.ca/Destinations/WESTERNCANADA/RockyMountaineer.aspx</p> |
| Car Rental | Car-rental firms include Avis (211 6th Ave. SW; tel. 403/269-6166); Budget (140 6th Ave. SE; tel. 403/226-0000); and Hertz (227 6th Ave. SW; tel. 403/221-1681). Each of these has a bureau at the airport. |

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| Buses | Calgary transit's buses are efficient and good value, with a day pass costing only \$5.60. |
| City Tours | Brewster operates a City Sights Tour June to October for 3.5 hours that provides an excellent introduction to the city. Cost: \$45 adults, \$22.50 kids. Website: www.brewster.ca |

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| ACCOMMODATION TYPES | <p>Downtown offers a full complement of international business-class brands like Sheraton, Westin, and Delta, with few independents and little to distinguish between them, save location. A couple of boutique hotels have emerged in the core in recent years: the Kensington Riverside Inn (www.kensingtonriversideinn.com) and the Hotel Arts (www.hotelarts.ca) where I stayed on my most recent trip, both sleek, modern, and unique.</p> <p>Less expensive rooms tend to cluster around the motel strips: Macleod Trail S, or 16th Avenue NW, which is what the Trans-Canada Highway becomes as it passes through the city. A few deals can be found downtown at value chains like Best Western (www.bestwestern.com), Sandman Inn (www.sandmaninn.com), or Travelodge (www.travelodge.com).</p> <p>If you like B&Bs, try the Bed and Breakfast Association of Calgary (www.bbcalgary.com), which has several dozen listings for the city. The many hotels in Motel Village, which link to the city centre via the C-Train, are another option; you can often find these rooms at discount hotel websites.</p> <p>The Calgary West Campground (tel. 403/288-0411), on the Trans-Canada Highway West, allows tents and pets. Facilities include washrooms, toilets, laundry, a dumping station, hot showers, groceries, and a pool.</p> <p>Hotel Arts Hotel Arts is a 175-room, full-service boutique hotel. For business or pleasure, it offers a travel experience of luxury, art, service, and cuisine. Located in the heart of downtown Calgary, it is steps away from the city's emerging arts and entertainment district and vibrant business centre. Hotel Arts places you on the red carpet of fabulous shopping, theatre, spas, dining, convention facilities and the world-famous Calgary Stampede.</p> |
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| LIFESTYLES | |
| Kids | Suggestions: Calgary Zoo (especially the dinosaurs!); the Midway at Stampede Park; Heritage Park; Calgary Science; Fort Calgary Historic Park and the Canada Olympic Park |
| Teens | The Calgary Stampede would be enjoyed by any red-blooded teen and the outdoorsy activities in the city such as mountain biking and |

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| | canoeing would also be liked. |
| Romance | For a romantic dinner try the hidden courtyard at Mescalero , a Spanish style tapas restaurant at 1315 1 st Street SW. |
| Honeymoons & Weddings | For weddings and honeymoons, lovers may wish to go to the mountains for a unique setting such as Banff and the famous Fairmont Banff Springs Hotel. |
| Seniors | Whilst Calgary is a very young city both by history and demographics, it is also a very civilized city and perfectly suitable for senior citizens. The mix of excellent hotels and restaurants with a lively arts scene and accessible nature is difficult to replicate elsewhere. |

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| UNIQUES | |
| Surprising | For adrenalin junkies, how about a trip on the zip line at Canada Olympic Park – or if you visit in the winter, you can feel like an Olympian with a turn on the bobsleigh track. |
| History | <p>Before the Calgary area was settled by Europeans, it was inhabited by Pre-Clovis people whose presence has been traced back at least 11,000 years. In 1787, cartographer David Thompson spent the winter with a band of Peigan encamped along the Bow River. He was the first recorded European to visit the area, and John Glenn was the first documented European settler in the Calgary area, in 1873. The native way of life remained relatively unchanged until the late 1870s, when Europeans hunted the buffalo to near-extinction.</p> <p>With the buffalo gone, the natives began trapping beaver and other fur-bearing mammals for the Hudson's Bay Company and North-West Company, who set up trading posts in the Bow Valley and at Rocky Mountain House to the northwest.</p> <p>The site became a post of the North-West Mounted Police (now the RCMP). The NWMP detachment was assigned in 1875 to protect the western plains from U.S. whiskey traders, and to protect the fur trade. When the Canadian Pacific Railway reached the area in 1883 and a rail station was constructed, Calgary began to grow into an important commercial and agricultural centre. The Canadian Pacific Railway headquarters are located in Calgary today. The Calgary town site had the good fortune to be built at the entrance to the Kicking Horse Pass, one of the few passages through the sheer eastern wall of the Rocky Mountains. The 10,000–12,000 foot-high peaks denied access to a railway all along their thousand-mile length, except for a narrow valley which led from Calgary into the heart of British Columbia. This meant that the railroad had to be routed through Calgary, which became a major supply station during the construction process.</p> <p>Calgary was officially incorporated as a town in 1884 and elected its first mayor, George Murdoch. In 1894, it was incorporated as "The City of Calgary" in what was then the North-West Territories. After the arrival of</p> |

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| | <p>the railway, the Dominion Government started leasing grazing land at minimal cost (up to 100,000 acres for one cent per acre per year). As a result of this policy, large ranching operations were established in the outlying country near Calgary. Already a transportation and distribution hub, Calgary quickly became the center of Canada's cattle marketing and meatpacking industries.</p> <p>Between 1896 and 1914 settlers from all over the world poured into the area in response to the offer of free "homestead" land. Agriculture and ranching became key components of the local economy, shaping the future of Calgary for years to come. The world famous Calgary Stampede, still held annually in July, grew from a small agricultural show and rodeo started in 1912 by four wealthy ranchers to "the greatest outdoor show on earth".</p> |
| Books | Frommer's Calgary is an excellent guide to all the city has to offer. |
| 1000 Places to See Before You Die | The Calgary Stampede is noted as the "Wild West, Canada-style". |
| Must Sees | <p>The Calgary Tower is a landmark that many people will remember from the 1988 winter Olympics where the flamed burned – making the tower the world's largest Olympic torch. The torch is still lit today for special occasions, like Canada Day and during the Calgary Flames race for the Stanley Cup, sparking fond memories as well as a certain civic pride in all Calgarians.</p> <p>Reaching 762 steps or 191m (626 ft.) into the sky, this enduringly touristy landmark was once far and away the tallest structure in the city. Dwarfed now by the ever-climbing office towers of this bustling oil-driven metropolis, this tower still offers brilliant views from its observation terrace, from which you can take in the city, the mountains, and prairies beyond. The elevator whisks you to the top in just 63 seconds. A stairway from the terrace leads to the cocktail lounge, where you can enjoy drinks and a panoramic vista. Photography from up here is fantastic. Kids will no doubt enjoy the rotating restaurant as the outer floor slowly passes by the stationary inner ring at the Panorama Restaurant. www.calgarytower.com</p> |

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| SPORTS ACTIVITIES | As part of the wider Battle of Alberta, the city's sports teams enjoy a popular rivalry with their Edmonton counterparts, most notably the rivalries between the National Hockey League's Calgary Flames and Edmonton Oilers, and the Canadian Football League's Calgary Stampeders and Edmonton Eskimos. |
| Golf | The Calgary area has around 40 golf courses with modest par 3 courses at one end and exclusive and gorgeous championship courses at the other end. There are a number of wonderful courses with Rocky |

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| | Mountain backdrops to the west of the city such as Wintergreen Golf and Country Club and the Silver tip Golf Resort. |
| Fishing | In the summer, the Bow River which flows through Calgary is very popular among fly-fishermen. If you're planning to fish, either in the city or outside of it, you need to obtain a license. They're available at most sporting goods stores, convenience stores, and gas stations at a cost of \$21. Under 16 and over 65 are free. |
| Horse riding | Spruce Meadows is an internationally renowned equestrian facility hosting five major show-jumping championships a year - The National, Canada One, North American, Masters and Continental. Open year-round to visitors. For a real western experience, how about horseback riding or for those of you who dare – care to take a turn on the back of a bull? |
| Hiking | Fish Creek (www.tprc.alberta.ca/parks/fishcreek ; tel. 403/297-5293), at the city's southern end, is the only urban provincial park in Alberta. At 1,400 hectares (3,460 acres) it's also among the largest urban parks in all of North America. Fish Creek hosts about 2 million visitors every year, many of them drawn to the 50km of trails for hiking, biking, and horseback riding. This is my personal favourite spot for getting away from it all in Calgary: walking, running, biking, however you want to go. |
| Cycling | Calgary has an extensive bicycle path system that connects the central core to some of the far-flung suburbs, and everything in between. All in, Calgary had about 635km of devoted bike paths throughout the city in 2006 - the most of any city in North America - with even more planned. Ride alongside the Bow River, through downtown, and off and around the Glenmore Reservoir without ever seeing a city street. Sports Rent at 4424 16th Ave. NW; tel. 403-292-0077; www.sportsrent.ca is a reliable bike rental option. They rent basic mountain bikes for \$25 per day, with kids' bikes at \$10 per day. |
| Wintersports | In large part due to its proximity to the Rocky Mountains, Calgary has traditionally been a popular destination for winter sports. Since hosting the 1988 Winter Olympics , the city has also been home to a number of major winter sporting facilities such as Canada Olympic Park (luge, cross-country skiing, ski jumping, downhill skiing, snowboarding, and some summer sports) and the Olympic Oval (speed skating and hockey). These facilities serve as the primary training venues for a number of competitive athletes. |

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| CULTURE | |
| Arts | The city has local theatre, the Calgary Philharmonic, and the Alberta Ballet that feature regular performances in the city. Art Gallery of Calgary Housed in a historic building, the gallery's constantly changing program |

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| | <p>features prominent contemporary artists from all over the city and around the world in virtually every discipline - you will see well-curated photography, painting, and avant-garde sculpture, all with a smart, contemporary edge. It also offers a cafe with a lovely sidewalk patio for people watching.</p> |
| Music | <p>The Calgary Centre for the Performing Arts (205 8th Ave. SE; tel. 403/294-7455) - now called the Epcor Centre, after its corporate sponsor - is the catch-all venue for live theatre, symphony, and opera. Calgary has a vibrant theatre scene, with three major companies, Alberta Theatre Projects (tel. 403/294-7402; www.atplive.com), Theatre Calgary (tel. 403/294-7440; www.theatrecalgary.com), and the avant-garde, internationally celebrated One Yellow Rabbit (tel. 403/264-3224; www.oyr.org) all working out of the Epcor Centre. Epcor is also home to the excellent Calgary Philharmonic Orchestra (tel. 403/571-0270; www.cpo-live.com), an international-class ensemble. Calgary's country music scene is also notable.</p> |
| Films | <p>The Calgary area draws filmmakers and numerous motion pictures have been filmed in the general area. The Tom Selleck picture Crossfire Trail was shot on a ranch near Calgary though the stated setting of the film is Wyoming.</p> |
| Museums | <p>Several museums are located in the city. The Glenbow Museum is the largest in western Canada and includes an art gallery and first nation's gallery. Other major museums include the Chinese Cultural Centre at 6,500 m2, the largest stand-alone cultural centre in Canada, the Canadian Olympic Hall of Fame and Museum (at Canada Olympic Park), The Military Museums, the Cantos Music Museum and the Aero Space Museum.</p> <p>Telus World of Science: Push, pull, open, look, talk and listen in an exciting hands-on science playground that features one of North America's newest and best multi-media theatres.</p> <p>Grain Academy Museum: Learn about the grain industry at this interpretive centre. Includes model train and elevator displays, grain varieties, educational films and artifacts.</p> <p>Heritage Park and the Gasoline Alley are Canada's largest living history museum – it's a very authentic historical experience taking the visitor from the 1860's to the 1940's.</p> |
| Festivals | <p>Calgary features over 40 festivals and events from May through September. Major festivals include, of course – the Calgary Stampede, and Globalfest which takes place in August which is an international fireworks competition that takes place over 8 evenings. Spruce Meadows in an international icon in the show jumping community - they</p> |

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| | host a variety of international show jumping events including the Spruce Meadows National in June. |
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| ATTRACTIONS | |
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| Wildlife | <p>Calgary Zoo is one of the finest in North America and an absolute must-see, especially with kids. Their research initiatives and successes, outreach programs worldwide and their commitment to conservation are exemplary.</p> <p>They offer a wide range of programs from the avid gardener, to children of all ages with sleepovers, birthdays, animal encounters, behind the scenes, camps, and special guest speakers on travel adventures and animal expertise.</p> <p>There is a special focus to introduce visitors to the Canadian Wilds animals, such as grizzly, cougar, wolf, prior to a trip to the National Parks. The Zoo's natural history can prepare the visitor for the wild adventures in the Banff area.</p> <p>Dinosaurs Alive! – This year the zoo brings back the dinosaurs to life...More real, more scary with 20 animatronic dinosaurs in addition to the 17 from the original Prehistoric Park.</p> <p>And the butterflies return to the Calgary Zoo in the ENMAX Conservatory. All through the summer over 12,000 butterflies will emerge to enchant visitors young and old. Website is www.calgaryzoo.com</p> |
| Parks | <p>The city has a large number of urban parks including Fish Creek Provincial Park, Nose Hill Park, Bowness Park, Edworthy Park, the Inglewood Bird Sanctuary, Confederation Park, and Prince's Island Park. Nose Hill Park is the largest municipal park in Canada.</p> <p>Connecting these parks and most of the city's neighbourhoods is one of the most extensive multi-use (walking, bike, rollerblading) path systems in North America.</p> |
| Gardens | <p>At 2.5 acres (1.01 ha), the Devonian Gardens is one of the largest urban indoor gardens in the world, and it is located on the 4th floor of TD Square (above the shopping).</p> |
| Historical Sites | <p>On the occasion of the city's centennial in 1975, Fort Calgary became a public park of 16 hectares (40 acres), spread around the ruins of the original Mounted Police stronghold. In 2001, volunteers completed a replica of the 1888 barracks using traditional methods and building materials. The Interpretive Centre captures the history of Calgary, from its genesis as a military fort to its 20th-century beginnings as an agricultural and oil boomtown. Kids can do time in the 1875-era jail, or dress up as a Mountie. There are a number of interesting videos and</p> |

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| | <p>guided displays; always in focus are the adventures and hardships of the Mounties a century ago. The rigors of their westward march and the almost unbelievable isolation these pioneer troopers endured now seems incredible. If all this history whets your appetite, cross the Elbow River on 9th Avenue and head to the Deane House. This historic home was built by a Fort Calgary superintendent nearly 100 years ago and is now the Deane House Restaurant (tel. 403/269-7747), operated by Fort Calgary. www.fortcalgary.ab.ca</p> |
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| OTHER ACTIVITIES | |
| Shopping | <p>Calgary has everything from eclectic neighborhood shopping districts to big box malls.</p> <p>Chinook Centre is one of Calgary's largest shopping centre with more than 200 stores and services. The Bay, Sears, Zellers, Famous Players Paramount Theatre, 3D IMAX.</p> <p>Market Mall with 229 stores is Calgary's largest shopping centre and recently undergoing \$90 million dollars in renovations, Market Mall is the destination for all your fashion and lifestyle needs. Located in the heart of northwest Calgary, it's a bright, open and friendly shopping centre featuring over 200 shops and services.</p> <p>Willow Park Village is a walk-about outdoor mall with more than 60 merchants. Fashion, western, accessories, home décor, leisure, beauty, restaurants.</p> |
| Markets | <p>The Eau Claire Market (200 Barclay Parade SW; tel. 403/264-6450; www.eauclairmarket.com) was envisioned as a fresh food market modeled after Granville Island in Vancouver. The intervening years have seen it morph into a warehouse for crafts, which could consume an entire afternoon. Some of the stalls and stands here feature imported fabrics and objects from Asia and South America, as well as local artisan-made goods.</p> <p>Calgary Farmers' Market Web Site: www.calgaryfarmersmarket.ca This Alberta-approved market has 100 direct producers covering agriculture, meat, fish, dairy, prepared foods and specialty item vendors, including a food court. Located at Flanders Ave S.W. in Currie Barracks.</p> |
| Nightlife | <p>If you're looking for a truly western experience, the Ranchmans is the place to be, where you can learn how to line dance every week or jump on the mechanical bull – if you dare.</p> <p>The popular cocktail strips, which reach critical mass around the 17th Ave. SW/4th St. SW axis, are always busy, and on the weekend jam full to near-overflowing.</p> |
| Casinos | <p>Calgary has several casinos whose proceeds go wholly to charities. None impose a cover. Located across from the Stampede grounds, the</p> |

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| | <p>Elbow River Inn Casino (1919 Macleod Trail S; tel. 403/266-4355; www.elbowrivercasino.com) is the largest and most central; it offers Las Vegas-style gaming plus a poker variation called Red Dog. It has a 24-hour poker room.</p> |
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| CUISINE | |
| Food | <p>Calgary has a thriving culinary scene with award winning chefs almost literally on every corner. Of course, they're famous for their Alberta beef – so if a steakhouse is what you're looking for, you have a wide range of options. But it doesn't stop there, the cultural diversity of the city shines through with fabulous Italian and French restaurants, and don't forget the fare at the local pubs.</p> <p>For a specialty dish associated with Calgary to try when were you're in town, try some locally raised bison, elk or venison featured at several Calgary dining establishments.</p> |
| Beer | <p>Calgary International Beerfest is held in May and is the perfect venue to sample the local beers.</p> |
| Restaurants | <p>The city has a vibrantly eclectic, cosmopolitan dining scene. As is the case with most things here, a fresh, contemporary take dominates most menus, and the emphasis on organic and local ingredients seems to grow by the day. Don't be shocked to find local bison and elk on a great many menus around town, if accompanied by such cutting-edge culinary trends like molecular gastronomy (ginger-celeric foam, anyone?)</p> <p>The city's most vibrant dining districts can be found either in or on the edge of the city core. The handful of blocks around 17th Avenue SW, between about 8th Street and 2nd Street, and 4th Street SW, between 17th Avenue and 25th Avenue (also known as the Mission) are the most dense eating and drinking destinations in the city. Just north of downtown, Kensington offers an eclectic array of choices as well.</p> <p>Downtown, power lunch spots are the order of the day, and many of them are excellent as well - and particularly useful for before or after theatre-going at the Calgary Centre for the Performing Arts, on Stephen Avenue. Here's some suggestions:</p> <p>A Calgary icon since 1980, Buzzards Restaurant is an authentic cowboy restaurant serving genuine Alberta beef and chuckwagon recipes adapted for modern tastes. Their unique concept has attracted local, national, and international attention such as The Financial Times, FFWD, Occasions, and Bon Appetit Magazine. The award-winning western décor, along with the authentic cuisine makes Buzzards a destination you are not soon to forget!</p> <p>Ranchman's: there is no other place so steeped in Alberta Pioneer Western Heritage. Ranchman's is home to the professional rodeo</p> |

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| | <p>cowboy. Their legacy is displayed in the walls and in the soul of the Ranchman's; a museum of rodeo memorabilia and photographs; Displaying over 90 Trophy saddles of World and Canadian Champion Cowboys. They pride themselves on being a great place to enjoy high quality food in a fun-filled, lively atmosphere at an affordable price. A Family Dining environment until 8pm, and a dancehall after 8pm. They serve up thick steaks, fall-of-the-bone ribs, Hearty Texas Chili and Homemade fixin's all at great value.</p> |
| <p>MORE INFO</p> | <p>Stop by one of the Visitor Information Centres to get more information: Calgary International Airport at Arrivals Level Telephone: 403-735-1234 Calgary Tower at the base of the Calgary Tower Telephone: 403-750-2362 Southcentre Mall ~ 100 Anderson Road S.E., Lower level between The Bay and Centre Court Telephone: 403-271-7670</p> |
| <p>Brochures</p> | <p>Request a Visitor Planning Guide: 1.800.661.1678</p> |
| <p>Website</p> | <p>www.tourismcalgary.com</p> |
| <p>PERSONAL EXPERIENCES</p> | <p>Several visits to Calgary. Some of my personal highlights: The Calgary Stampede (of course!) The Calgary Tower Biking in Fish Creek Provincial Park Fort Calgary Devonian Gardens The view of the Rockies on a clear day in the city</p> |

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