

TOURISM VICTORIA

Marketing our favourite destination

Tourism Victoria Recognizes Member Achievements at AGM

Victoria, B.C., April 29, 2010 – At Tourism Victoria's 2009 Annual General Meeting on April 28, 2010, three local organizations were recognized for their outstanding contributions to the community and sustainable tourism development through the 2009 Environment Awards. Additionally, Tourism Victoria's top honour, the 2009 Miracle Award, was presented to The Fairmont Empress.

"It is a privilege each year for Tourism Victoria to honor our partners that are dedicated to a healthy growing tourism economy and are respectful to our environment in the process," says Randy Wright, Chair of the Tourism Victoria Board of Directors. "We extend our most sincere congratulations to this year's winners."

The **Environment Awards** recognize efforts to preserve the environment for the benefit of residents and visitors alike and for seeing the future through the eyes of tomorrow's children. The 2009 winners are:

Individual: Jennifer Davies of The Hair Garden Salon for offering an eco-friendly salon environment that focuses on using natural products that are gentle and non toxic including natural hair dyes, makeup, skin care, and cleaning supplies.

Corporate: Maple Leaf Adventures for creating and sustaining an ecotourism company through no/low impact on the environment, enhancing conservation, supporting local coastal communities, and educating locals and tourists alike.

Organization: Fisherman's Wharf Community Association for their collective efforts in ensuring their unique marine environment continues along the path of environmental stewardship. Their efforts focus on community education, lifestyle, gardening, and transportation.

The **Miracle Award** was established in 1983 to award an outstanding individual or group who has shown leadership in the development of Greater Victoria's tourism industry. The Award is named for Miracle, the young orca rescued by Sealand of the Pacific staff in 1977.

2009 Miracle Award Winner: The Fairmont Empress for their unwavering support of the tourism industry in Victoria, their commitment to the community, and their role as a leader in sustainable practices.

About Tourism Victoria

Tourism Victoria is the official not-for-profit tourism industry association marketing Victoria as a world-class destination. In partnership with business members, local municipalities, surrounding communities of Vancouver Island, British Columbia and Canada, Tourism Victoria works to showcase the destination. Tourism Victoria's mandate is to increase the economic impact of tourism for Greater Victoria by marketing the destination and servicing visitor needs. For more information about Tourism Victoria, visit www.tourismvictoria.com.

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