



## FOR IMMEDIATE RELEASE

### **Tourism Golden Appoints New PR Agency**

*Tourism Golden signs 12-month contract with dHz Media for strategic campaign*

**December 3 - GOLDEN, B.C.** Tourism Golden announced the appointment of a new communications agency that will implement a strategic PR program to supplement the marketing efforts of the tourism industry-led Destination Marketing Organization. The one-year partnership with Calgary-based dHz Media Inc. will help increase awareness of Golden as a truly authentic mountain community.

dHz Media will provide support across strategy and will conduct media relations campaigns for Tourism Golden. As one of western Canada's leading travel/tourism and recreational property PR firms, dHz Media provides intelligent, innovative services that deliver a healthy ROI for its clients.

"dHz Media brings proven strategic public relations expertise to the table. Its team will up the ante when it comes to differentiating Golden as a travel destination," says Joanne Sweeting, executive director, Tourism Golden. "dHz Media's successful track record and its ability to understand our destination's proposition, was pivotal in the decision to appoint them."

The PR campaign will help Tourism Golden increase media coverage on a local, national and international scale. It will boost attention and excitement around major events and shoulder season events, including the Golden Mountain Festival.

Golden has grown in size and prosperity since 1882 when it became a base camp for the Canadian Pacific Railway workers. For the outdoor explorer, Golden is an area steeped in history and tradition and offers an 'off the beaten path' experience. Golden offers visitors the chance to experience an array of activities year-round. Located between the Columbia and Rocky Mountain Ranges, 250 kilometres west of Calgary, Golden is home to a world-class ski resort, backcountry and Nordic skiing, and four maintained snowmobiling areas with hundreds of kilometers of groomed trails. In the summer visitors are drawn to Golden for its proximity to six national parks, hiking, biking, white water rafting, scenic golf course and more.

"Golden has so much more to offer than a ski resort and the media relations campaign will strengthen Golden's positioning as an authentic mountain destination that offers adventures for all tastes," says Scott Henderson, managing director, dHz Media. "It will help promote longer stays, increased visits and encourage repeat visitations."

Founded in 2001 by Scott Henderson, dHz Media provides public relations services based on its core values of innovation, intelligence and initiative. It works with some of the finest resort destinations across western Canada.

With current projects in Fernie, Invermere and now Golden, dHz Media has a proven track record in the Columbia Valley. Previous campaigns have been launched for Fairmont Hot Springs, Panorama Ski Resort, and Spirits Reach on Columbia Lake. dHz Media works across Western Canada as current clients include Spring Creek, Canmore; Skaha Hills, Penticton; Qualex-Landmark, Calgary; Element Lifestyle Retirement, Vancouver; and the Mission Group in Kelowna.

dHz Media clients have been covered in: the ROBB Report, NY Times, USA Today, the Globe and Mail, the National Post, CBC: The National, Global National, CBC NewsWorld, Alberta Venture, Esquire UK, BC Business, the Vancouver Sun, Toronto Star and the Calgary Herald.

- more -



Photo caption: Snowmobiling in the Rocky Mountains surrounding Golden  
Photo credit: Tourism Golden

-30-

To access Tourism Golden's fact sheet, click [-here-](#)  
To learn more about dHz Media, visit <http://www.dhzmedia.com>

#### **Media Contact**

Scott Henderson  
403.921.2001  
[scott.henderson@dhzmedia.com](mailto:scott.henderson@dhzmedia.com)  
<http://www.dhzmedia.com>

Kim Logan  
778.232.9128  
[kim.logan@dhzmedia.com](mailto:kim.logan@dhzmedia.com)

#### **About Tourism Golden:** <http://www.tourismgolden.com>

Tourism Golden is a non-profit, tourism industry-led Destination Marketing Organization (DMO) representing the Town of Golden and surrounding area known as Kicking Horse Country in British Columbia, Canada. Tourism Golden is governed by a volunteer Board of Directors representing accommodations, tourism operators, attractions and local businesses.

#### **About dHz Media:** <http://www.dhzmedia.com>

dHz Media is one of western Canada's leading travel/tourism and recreational property public relations agencies. The Calgary-based firm has been performing strategic media relations plans for its clients since 2001. Recognizing that the digital world is changing business communication, the innovative agency combines traditional writing methods with digital marketing techniques. dHz Media works for some of the finest resort destinations and developers in Western Canada, with current and past projects in the Okanagan, Columbia Valley, Vancouver Island, the Rocky Mountains and Calgary.