

Over the length of the contract, it is estimated the economic impact to Penticton will be close to \$40 million. This month's tournament features 86 teams who are competing in the CSSHL championships over a period of two weeks. The sponsorship agreement, worth \$100,000 per year, will see the number of participants increase annually as the league expands teams and programs across the country.

The head of Visit Penticton board notes the competition for signature events is competitive and many other municipalities would be keen on taking away some of these events.

"This is about continuing partnerships that have proven successful and building on them," says Jessica Dolan, Chair of the Travel Penticton Board of Directors. "It's also about keeping our edge. When people are looking to come to Penticton there are now two more reasons to come and enjoy – for more than just a day – all we have to offer. The Okanagan Granfondo: Penticton will expose our name farther a field and the CSSHL is going to offer a tremendous economic boost in a month that is traditionally a bit slower. These investments are vital to our still recovering economy."

-30-

Media Contact:

250-490-2339

communications@penticton.ca