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March 3, 2006

Adele Lohmann
Festiv-Ale
1401 Albert St.
Regina, SK S4R 2R8

Dear Adele:

Congratulations! You have been selected as a finalist for the 2005 Promotional Marketing Campaign Award - Event or Festival (Budget Under \$20,000). Tourism Saskatchewan received more than 110 award nominations, so selecting finalists in each category was not an easy task for our industry selection committee. Your contribution to tourism in Saskatchewan has been significant, and we applaud your efforts.

The Tourism Awards of Excellence Gala is being held **Thursday, April 6th, 2006** in Saskatoon at TCU Place (formerly the Centennial Auditorium). We are happy to offer you two complimentary tickets to this event. We hope you will be able to join us for this gala celebration of our tourism industry. Your special evening will begin with the Finalists' Reception at 5:00 p.m. in the Regal Room at TCU Place, followed by dinner and the awards presentations.

It is important that we know you if you plan to join us in celebrating your achievements. **Please contact Nancy Rathgaber at [redacted] by March 24th to secure your tickets.** If you require additional tickets, please fill out the enclosed ticket order form and return via fax or mail. Tickets are \$65 each.

In order to showcase you as an award finalist, we will require a photograph and logo of your business. This can be emailed to [redacted] or mailed to the address at the top of this page. In order to include these photographs in our Gala program, we will require them to be sent to our office by March 24th, 2006.

Please note that if you are chosen as the winner of this prestigious award, you will be given the opportunity to make a brief acceptance speech to our audience.

Once again, on behalf of Tourism Saskatchewan's Board of Directors and staff, congratulations on your outstanding achievement. I look forward to seeing you on April 6th.

Sincerely,

A handwritten signature in black ink, appearing to read "Roy Anderson".

Roy Anderson
President/CEO

