



NEWS RELEASE
Wednesday, January 13, 2010
10:15 A.M.

**For Immediate Release*

Lethbridge AB ... The Lethbridge Chamber of Commerce will honour the nominees and award recipients at its 3rd annual –

F.I.R.E. Awards – First Impression Recognition of Excellence Awards Celebration

Thursday, January 28, 2010

Lethbridge Lodge Hotel & Conference Centre

3:00 P.M. – Registration

3:30 P.M. – 5:00 P.M. – Reception and Awards' Presentations

(Please see attached detailed information)

There were 54 people representing employees of all stripes, nominated for this year's awards. These people have been recognized for providing their customers with outstanding customer service.

During the awards' celebration on January 28th, 8 people (from amongst the nominees) will be the recipients of the F.I.R.E. Awards in the categories of: Accommodation, Adventure Tourism, Attractions, Events & Conferences, Food & Beverage, Transportation, Travel, and Services.

The Chamber welcomes the business community to come out and honour these local employees, who go out of their way to make their customers welcome and provide them with outstanding customer service.

Tickets are \$20.00 each and reservations may be made by calling the Chamber at 403-327-1586 or by e-mail: office@lethbridgechamber.com.

A handwritten signature in blue ink that reads "Jody Nilsson".

Jody Nilsson
General Manager
Lethbridge Chamber of Commerce

*For more information, please call Jody at the Chamber: 403-327-1586 or send an e-mail to: jody@lethbridgechamber.com.