

**NEWS RELEASE**  
**Tuesday, June 29, 2010**  
**10:00 A.M.**

*\*For immediate release*

**Lethbridge, AB...** The Lethbridge Chamber of Commerce Tourism Connection Committee is pleased to launch its 4<sup>th</sup> Annual F.I.R.E. Awards initiative.

*The F.I.R.E. Awards recognize employees of “all stripes” who go above and beyond to deliver excellent service on a consistent basis.*

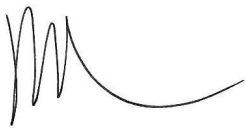
**Ballot Boxes**, containing **Nomination Forms** are available at various locations throughout the city. Nominations can also be made on-line through Chinook Country Tourist Association’s website [www.chinookcountry.com](http://www.chinookcountry.com).

Information on the F.I.R.E. Awards and the Nomination Form is also available on the Chamber’s website [www.lethbridgechamber.com](http://www.lethbridgechamber.com).

**Six (6) awards will be presented, from amongst the nominees during the F.I.R.E. Awards Celebration in January 2011, - one in each of the following categories:**

- **Accommodation**
- **Attractions**
- **Events & Conferences**
- **Food & Beverage**
- **Retail Services**
- **Transportation**

The Lethbridge Chamber of Commerce invites the business community of Lethbridge, to participate in this great initiative, by nominating employees that have demonstrated excellent customer service, in their place of business.



Paul Pharo, President  
Lethbridge Chamber of Commerce

*\* For more information, please contact the Lethbridge Chamber of Commerce by either phone: 403-327-1586 or e-mail: [office@lethbridgechamber.com](mailto:office@lethbridgechamber.com) OR Candace McKenzie, Co-Chair of the Tourism Connection Committee by either phone: 403-331-6927 or e-mail: [candace.mckenzie@chiphospitality.com](mailto:candace.mckenzie@chiphospitality.com)*