

FOR IMMEDIATE RELEASE
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MEDICINE HAT'S PARADE FLOAT UNVEILED

Medicine Hat – Medicine Hat, Canada's Sunniest City, will soon be seen by more than one million people.

Medicine Hat unveiled its new parade float today, featuring "Canada's Sunniest City" theme. The float and a crew of volunteers are headed to the Calgary Stampede Parade on July 8, where they'll be seen by approximately 300,000 people and another one million on TV.

"We're excited about promoting our community to the rest of Alberta, Canada, and around the world," says Mayor Garth Vallely. "We all know that Medicine Hat is a great place with our abundance of sunshine and high quality of life. Now the rest of the country and parts of the world are going to see what we have to offer."

The electric-powered float captures the spirit of Medicine Hat by featuring the world-famous Saamis Tepee, a cowboy roping, the South Saskatchewan River, a cyclist, golfer, the coulees, and, of course, sunshine.

In addition to the Calgary Stampede Parade, the Medicine Hat float will be in the:
Edmonton Klondike Days - July 22
Medicine Hat Exhibition and Stampede - July 28
Regina Buffalo Days – Aug. 6
BATUS Days Parade – Aug. 12
Lethbridge Whoop-up Days – Aug. 23
Havre Festival Days – Sept. 17
Medicine Hat Santa Claus Parade

"This float is an excellent image of Medicine Hat and being in these parades offers great exposure for the entire community in some really key and highly populated markets," says Dominique Hirsch, Executive Director of Tourism Medicine Hat. "At home, it's an opportunity to celebrate everything that makes this a great community as we mark the 100th anniversary of our Province this year and of our City in 2006."

The float is a partnership between the City of Medicine Hat, the Medicine Hat and District Chamber of Commerce, Tourism Medicine Hat, and the Medicine Hat Exhibition and Stampede.

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See Attached Backgrounder for Parade Float details

For further information, please contact:

Laurie Manz
Parade Float Project Leader
City of Medicine Hat
(403) 529-8353

Jody Lamb
Research and Communications Analyst
City of Medicine Hat
(403) 502-8071

BACKGROUNDER

MEDICINE HAT PARADE FLOAT

Venues attending in 2005:

July 22	Edmonton Klondike Days
July 28	Medicine Hat Exhibition and Stampede
Aug. 6	Regina Buffalo Days
Aug. 12	BATUS Days Parade
Aug. 23	Lethbridge Whoop-up Days
Sept. 17	Havre Festival Days
December	Medicine Hat Santa Claus Parade

The float is a partnership involving:

City of Medicine Hat, Medicine Hat and District Chamber of Commerce, Tourism Medicine Hat, Medicine Hat Exhibition and Stampede. Volunteers are provided by each partner group to attend the parades.

The following is a brief explanation of the various components/theme of the float:

Gas Lanterns on Corners: Represent the “Gas City” element of Medicine Hat – the history and the future of our community. The lanterns also represent Medicine Hat’s historic downtown

Animated Cowboy (lassoing a rope in mid-air): Represent western heritage and the Medicine Hat Exhibition and Stampede.

Saamis Tepee: This is Medicine Hat’s most recognizable tourism landmark.

South Saskatchewan River: The river is the life blood of our community and a geographic focal point through the city.

Walking/Biking Trail Path: With 92km of trail, this represents one of the elements of Medicine Hat’s quality of life.

Cyclist (real person on the float): Cycling is very popular on our vast trails throughout the city. It is meant to invoke the image of a lifestyle of leisure and fun – quality of life.

Golfer (real person on the float): Golfing is one of the most common recreation sports in the city. It is meant to invoke the image of a lifestyle of leisure and fun – quality of life.

Coulee: The coulees define Medicine Hat’s landscape.

Sunshine and Canada’s Sunniest City wording on the side of the float: As determined by Environment Canada, Medicine Hat has been designated Canada’s sunniest city for the next 20 years. Canada’s sunniest city is also the branding for Tourism Medicine Hat.

Centennial flags: To pay tribute to Alberta’s Centennial. These flags can be removed and new flags put on in future years.

Specifications:

- Self-propelled hydraulic powered drive train 24 horsepower Honda motor (First electric-powered float of its kind).
- Total Length - 24 feet
- Total height - 12 feet
- Total width - 7 feet
- Cost : \$55,000