



Prince Albert Tourism  
3700 2nd Avenue West  
953-4385

[www.princealberttourism.com](http://www.princealberttourism.com)

## News Release

---

FOR IMMEDIATE RELEASE

Tuesday, December 21, 2010

---

### **Prince Albert Tourism Launches New Website**

*New logo incorporated into design*

Prince Albert Tourism is pleased to announce the launch of its new website at [www.princealberttourism.com](http://www.princealberttourism.com). The site features improved functions, social media, a more comprehensive events calendar, mapping as well as traditional features such as what to do and where to stay.

The site will appeal to international, regional and even local audiences. “The site is for anyone looking to explore Prince Albert,” said Debbie Honch, Executive Director of Prince Albert Tourism. “There is relevant information for visitors, investors and residents alike.”

The new site also features Prince Albert Tourism’s new logo. “We are very pleased with this new logo,” said Honch. “It’s a perfect representation of Prince Albert as the Gateway City, which is the essence of what we feel Prince Albert embodies. We have excellent shopping, hotels, restaurants and tourism attractions, with a national park and 100,000 lakes right at our doorstep.”

A new “Stay in PA” sister site is also of particular interest for those looking for accommodations in Prince Albert. “This page features Prince Albert’s destination hotels,” said Honch. “It’s sort of a one-stop-shop for the hotel listings in Prince Albert. We are expecting this page to grow as the site becomes more popular.”

The public is encouraged view the Tourism website at [www.princealberttourism.com](http://www.princealberttourism.com) for more information.

-30-

For more information contact:

**Debbie Honch**  
Executive Director  
Prince Albert Tourism  
**Phone:** 953-4386