



ICCA Opening Ceremony and First Event for Newly Renovated Crystal Garden

Date: Friday, October 31, 2008

For Immediate Release

VICTORIA, BC — Media are invited to attend the opening reception of the International Congress and Convention Association's (ICCA) annual Congress and Exhibition at the Victoria Conference Centre (VCC). This is the first time this prestigious group of over 750 international conference planners and meeting influencers have met in Canada, and is also the first event to open the newly renovated conference centre expansion, the Crystal Garden.

What: Opening of the ICCA Congress and Exhibition and access to Crystal Garden

Where: Victoria Conference Centre, Carson Hall

When: Monday, November 3 at 8:30 a.m.

Who: Speakers will include the Honourable Bill Bennett, Minister of Tourism, Culture and the Arts, and City of Victoria Mayor Alan Lowe

Following the opening ceremony, at 10:15 a.m., media are invited to view the newly renovated Crystal Garden.

Media will be provided accreditation upon request to attend any ICCA events throughout the program, including the educational sessions and social events on the evenings of November 2, 3 and 4.

Originally opened in 1925, the Crystal Garden is a landmark heritage building in downtown Victoria. The renovated Crystal Garden space will allow the Victoria Conference Centre to attract larger conferences that bypassed Victoria in the past, and will double annual economic impact to \$78 million per year.

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