



## Media Advisory

THE CORPORATION OF THE CITY OF VERNON  
3400 – 30 Street  
Vernon, BC  
V1T 5E6

For immediate release  
May 31, 2018

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### **What's a tourism donut? Come find out!**

**What:** The official kick-off of the tourist season and a show of support for National Tourism Week being held from May 27 to June 2, with a celebratory donut.

**Who:** Mayor Akbal Mund and City Tourism staff

**When:** Friday, June 1, 2018 @ 11 a.m.

**Where:** Ratio Coffee & Pastry, #4 3101 29<sup>th</sup> Street, Vernon

**Why:** Tourism is one of the primary economic drivers in Vernon with \$36.9 million generated in room revenue by accommodators in the community. These stays lead to increased spending at local restaurants, services, retailers and attractions.

**For more information:** Kevin Poole, Manager, Economic Development and Tourism, 250-550-3249