



Media Release

THE CORPORATION OF THE CITY OF VERNON
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FOR IMMEDIATE RELEASE

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Vernon is next stop on CTV's The Amazing Race Canada

Episode will air on Tuesday, August 9 on CTV

Vernon will be the next stop on The Amazing Race Canada. The announcement was made at the end of the last episode on the CTV reality competition series, in which teams of two travel across the country and race to complete challenges in order to advance to the next locale. The Amazing Race Canada is the perfect opportunity for Canadians to get up close with destinations across the country.

“The opportunity to work with The Amazing Race Canada and its production crew to showcase our community is a big win for Vernon,” said Torrie Silverthorn, Manager, Tourism. “Vernon is known throughout BC and Alberta for its outdoor adventure experiences, so pitching unique locations to the show was a great fit for us.”

The Amazing Race Canada has featured several BC locations in all seven of their previous seasons and has worked closely with Destination BC to provide diverse locales for the series. Tourism Vernon welcomed the opportunity to partner with The Amazing Race Canada, both from a marketing perspective as well as an economic benefit direct to the city.

“Earned media coverage for Vernon is an important piece to Tourism Vernon’s marketing strategy. Inviting and hosting media in Vernon to experience what our community has to offer provides an authentic source of travel information and inspiration for potential tourists,” said Silverthorn.

The Amazing Race Canada airs Tuesdays at 9 p.m. ET/PT on CTV, CTV.ca and the CTV app. Following the broadcast, viewers can catch up on full episodes at CTV.ca or on the CTV app.