



## NEWS RELEASE • COMMUNIQUÉ

**Attention: Assignment Editors**

### 75<sup>th</sup> Anniversary Celebrations for the Bessborough Begin with Habitat for Humanity Fundraising Partnership

March 10, 2010, Saskatoon -- On December 10, 1935, our breathtaking chateau-styled Bessborough Hotel opened its doors for the very first time. It was the culmination of the dreams and determination of the local business community combined with the vision and resources of the Canadian National Railway. And while it took more than five years from excavation to opening, the delay would not diminish the significance of our *Castle on the River* which, in the 75 years since, has become the most beloved and well known landmark of our pretty little city on the prairies and the shared heart of all Saskatonians.

Delta Hotels, current operator and guardian of our grand old lady, kicked off plans to honour the hotel's 75 year-long history and relationship with Saskatoon at a special luncheon today. The announcement is the first of several to come as almost a year of celebratory activities make their way through final development stages.

"We have a number and variety of special anniversary moments in development," said Andrew Turnbull, General Manager. "There will be many ways for each of us to connect and celebrate our relationship with the hotel, as individuals and as a community. The Bessborough belongs to Saskatoon and this celebration is designed with this sense of affectionate ownership at its heart."

The highlight of this first announcement is a special anniversary partnership with Habitat for Humanity Saskatoon. The partnership is built upon the Delta Hotel chain's existing relationship with Habitat for Humanity organizations across Canada, amplifying its local impact considerably for this occasion. From now until the end of the year a series of events and other fundraising efforts will be implemented to both celebrate the hotel and to contribute to a goal of raising \$75,000 for Habitat's Saskatoon operations.

"We are honoured that the Delta Bessborough recognizes our organization's role in building a strong community and to be included in their 75<sup>th</sup> anniversary year celebrations," says Barry Downs, Habitat Saskatoon's board chair. "This \$75,000 will help a dream come true for a deserving family."

The first event in the partnership is a gala fundraising dinner to be held at the Bessborough on May 8<sup>th</sup>. The gala is being produced by Habitat for Humanity with a generous sponsorship from the Delta Bessborough.

Two commemorative items were also unveiled today with all sale proceeds being dedicated to the fundraising effort. A medallion and a lapel pin are now available for purchase at the Bessborough, from Habitat for Humanity and online. The hotel has also put together a special Bess 75 stay package that includes a guided historic tour of the hotel. A portion of the sales will go to Habitat for Humanity.

Anniversary celebration information, hotel images and a link to a special 75<sup>th</sup> Anniversary group on Facebook can be found at [www.deltabessborough.com/BESS75](http://www.deltabessborough.com/BESS75).

### **About Delta Bessborough**

The Delta Bessborough is Saskatoon's historic landmark hotel. Nestled between two picturesque parks on the banks of the South Saskatchewan River the Delta Bessborough has been the city's centre of hospitality for nearly 75 years.

### **About Delta Hotels**

A leading Canadian hotel management company, Delta Hotels operates and franchises a diversified portfolio with 44 full-service, city centre and airport hotels and resorts under the Delta brand. Widely regarded as Canada's "brand of choice" by guests and owners, Delta Hotels also distinguishes itself as an exemplary employer. It is the only hotel company to have been recognized for its sustained focus on business excellence by the prestigious National Quality Institute with three Canada Awards for Excellence, including the award program's highest honour, the Order of Excellence (2007). The company also consistently ranks as one of the country's best employers in The Globe and Mail's Report on Business annual "50 Best Employers" list (2001-2003, 2005-2009). As well, its Corporate Social Responsibility platform, Delta Helps, includes a chain-wide commitment to the communities we serve through our national partnership with Habitat for Humanity Canada, participation in the Hotel Association of Canada's Green Key Eco-Rating program, and our work with various other charitable groups. For more information, visit [www.deltahotels.com](http://www.deltahotels.com).

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