

**Spirit of the Canadian Badlands to be captured and documented
with “Spirit of the Canadian Badlands Journey” event series
featuring Tom Jackson
Medicine Hat to kick off series May 14th
*Local Food Banks and Fort McMurray Recovery to benefit***

Canadian Badlands Tourism has set out on a quest to gather stories and experiences that will inspire travellers to visit the region this summer with a series of “pop up” concerts and story sharing events throughout southern Alberta.

Hosted by popular Alberta musician, actor and philanthropist Tom Jackson, the “Spirit of the Canadian Badlands Journey,” kicks off on May 14th in Medicine Hat with a concert 3-4pm at the Medicine Hat Lodge. “The Canadian Badlands is a place that makes you feel free to explore without any limits,” says Jackson. “No matter where you go, the people embrace you with steadfast spirit,” he added. Tickets for the Medicine Hat event can be ordered online at www.SpiritOfTheBadlandsTour.com.

The next concert will be in Brooks on May 29th and other places on the journey include; Cypress Hills Provincial Park, Stettler, Drumheller, Three Hills and Lethbridge. For updates and announcements of venues, please visit www.CanadianBadlands.com. Admission to the events will be by a minimum donation of \$10. All proceeds will be donated to local food banks and Fort McMurray Fire relief efforts.

Influential adventurer, photographer and social media blogger Dax Justin will join Jackson on the road, documenting their Badlands experiences and stories on social media.

“We are reaching out to capture and retell the unique stories experiences and images that reflect the spirit of community, the spirit of people and the spirit of place found in the Canadian Badlands,” said Barry Morishita, President of Canadian Badlands Tourism and Mayor of the City of Brooks. “Storytelling and social media postings have proven effective to showcase the beauty of the Canadian Badlands, to make connections with the folks who live here and inspire visitors to come and experience the region for themselves,” he said.

The “Spirit of Canadian Badlands Journey” is part of CBT’s annual cooperative marketing campaign (#mybadlands) that is targeted at travellers in Calgary, Edmonton, Regina and Saskatoon. Partners include Travel Alberta, Destination West Marketing Group, Canadian Destinations Group Limited and the Medicine Hat Accommodations Association. Davis GMC Buick of Medicine Hat is the Official Car Sponsor of the “Spirit of the Canadian Badlands Journey.”

In 2012, more than 4.2 million people visited the Canadian Badlands and spent \$552 million in the region. Tourism in the Canadian Badlands employs more than 9,000 people and generates \$250 million in tax revenue for federal, provincial and municipal governments.

For more information on the Canadian Badlands and the special offers featured in the campaign, please visit CanadianBadlands.com.