



For Immediate Release
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Cariboo Chilcotin Coast Tourism Celebrating 60 Years at November AGM

Nominations are open for five key awards to be handed out at AGM gala night

Secwépemc Territory (Williams Lake, BC) – Cariboo Chilcotin Coast Tourism Association’s 2022 AGM is set to celebrate six decades of promoting the tourism opportunities of the land without limits, and all the efforts that have gone into helping local tourism operators expand and grow.

“A lot has changed in the last six decades, but one thing has remained the same – the incredible experiences that the Cariboo Chilcotin Coast regions offer visitors,” said Glenn Mandziuk, Interim CEO of Cariboo Chilcotin Coast Tourism. *“CCCTA and its members have always invited and welcomed visitors to embrace, celebrate and respect our vibrant destination and our heritage, people, and cultures.”*

Today the CCCTA is going even further with work on making sure the sector advances innovative, sustainable visitor economy solutions that increase business intelligence and performance so that local residents, businesses, communities and region as a whole thrive.

The AGM – the first in person one since 2019 – takes place Nov. 3 and 4 in 100 Mile House. A major highlight will take place at the *Dinner, Awards and Diamond Jubilee Celebration* on the first night.

There are five awards to be handed out: Innovation in Tourism; Good Neighbour; Best Tourism Marketing Initiative; and Digital Excellence. Stakeholders are encouraged to put forward their own nominations or can nominate other stakeholders in good standing.

More information regarding the location, times, and agenda will be available in the coming weeks. Nomination forms are online at <https://industry.landwithoutlimits.com/summit-agm/2022-ccct-agm/> and updated info on the AGM will appear there.

“All of us on the CCCTA board are looking forward to celebrating the associations diamond jubilee – and enjoying our first in person AGM in three years,” said Andre Kuerbis, Chair of the Cariboo Chilcotin Coast Tourism Association board. *“I encourage everyone in the sector to nominate someone they think is award worthy, and to join us at this milestone celebration.”*

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Cariboo Chilcotin Coast Tourism is a Regional Destination Management Organization that works in conjunction with the Ministry of Tourism, Arts, Culture & Sport, Destination British Columbia, Destination Canada and industry partners in the Cariboo Chilcotin Coast region to help foster the sustainable growth of the tourism. For more information on the Cariboo Chilcotin Coast region visit www.landwithoutlimits.com.