



April 13, 2009

Open House at the Rimrock Resort Hotel

FOR IMMEDIATE RELEASE

The Rimrock Resort Hotel's (Rimrock) management and staff will be hosting an Open House on Wednesday April 22, 2009, from 4:00pm until 6:00pm. The Rimrock's Open House is designed to welcome, and familiarize, Bow Valley residents and industry people with the Rimrock and its location on Sulphur Mountain, and display one-of-a kind facilities such as Eden - the only AAA/CAA Five Diamond dining room west of Toronto.

The Rimrock is located across from the historic, natural Upper Hot Springs; a 10-minute walk to Banff Gondola; and a 10-minute drive to downtown Banff. The Town of Banff's new eco-friendly transit system, ROAM, provides complimentary service for Rimrock guests and staff from the Rimrock to downtown Banff.

Managers will be on hand to provide guided tours through Eden and our higher end suites like Signature GrandView 701 ("the Presidential Suite"), which was used in the recent Joshua Jackson film "One Week." Door prizes will be given away throughout the event including a grand prize of dinner for two in Eden and a one night stay in Premium accommodation.

Trevor Long, Director of Operations, says, "The Rimrock is an incredible property in a unique location. Many locals have been through our doors but never had the opportunity to see our exquisite Signature GrandView Suites, Spa or Eden. Our Open House on Wednesday April 22nd is an exciting opportunity for everyone to become familiar with the Rimrock. We are anticipating that the highlight of our Open House will be our GrandView and Hospitality Suites, which feature panoramic views of the Canadian Rockies."

The Rimrock, an independently owned and operated hotel, is a leader in providing luxury accommodations and elite services. The Rimrock is perched 750 feet above the town of Banff, and home to Western Canada's only AAA/CAA Five Diamond fine dining room Eden. For reservations, please call 1-888-RIMROCK (746-7625) or visit www.rimrockresort.com.

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