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FOR IMMEDIATE RELEASE

THE RIMROCK RESORT HOTEL CELEBRATING 15 YEARS

BANFF, AB, CANADA - The Rimrock Resort Hotel (Rimrock) is celebrating its 15-year anniversary on Friday August 1, 2008. The Rimrock reopened on August 1, 1993, after extensive renovations, and continues to cement its status as a world-class industry leader. Awarded its first AAA/CAA Four Diamond award in 1994, the Rimrock has collected numerous prestigious accolades in the past 15 years ranging from the ALTO Award in 2001 and 2004 (Alberta Tourism Industry's "Oscars"); Smart Meetings magazine "Platinum Choice" Award in 2006 and 2007; to popular annual consumer polls such as Condé Nast Traveler's "Gold List" and Travel + Leisure's "Top 500 Hotels in the World".

The Rimrock has a long and intricate history but it is believed to have begun its origins as the first Government facility built at the Upper Hot Springs called the Hot Springs Hydropathic (renamed Hot Springs Hotel) in 1904 and offered two cement plunge basins, several bath tubs and a 7.2m x 7.2m swimming basin. The hotel continued to open for the 1905 season and was so popular that within three months additional dressing rooms were added*.

The current owners, the Rimrock Resort Hotel Corporation, have made extensive expansions on the original site, totaling \$95 million in 1993. This resulted in a unique architectural hotel comprising of 346 luxury guest rooms, including 21 suites; two dining rooms, including the AAA/CAA Five Diamond Eden dining room; two lounges; over 18,000-square feet of meeting space, and spa and fitness facilities, completing the evolution of a two-tub bath house into the Four Diamond hotel it is today.

The Rimrock is offering a variety of special promotions and packages through the Rimrock's "Special Promotions" web page (rimrockresort.com) to celebrate its 15th anniversary, and to entice visitors to experience Sulphur Mountain's unique accommodation. Perched 5,200-feet above the Town of Banff, the Rimrock is located at the Southern end of Banff, across from the historic Upper Hot Springs and within walking distance to the popular Banff Gondola.

**Information sourced from Parks Canada service documentation located at the Whyte Museum of the Canadian Rockies.*

Media Contact:
Elizabeth Allen
403.762.1852
elizabeth.allen@rimrockresort.com



THE RIMROCK RESORT HOTEL

300 Mountain Avenue, P.O. Box 1110, Banff, Alberta, Canada T1L 1J2

Telephone (403) 762-3356 Fax (403) 762-4132 For Reservations: Canada & USA 1-888-Rimrock (746-7625)