



August 11, 2009

## New Director of Sales to lead the Rimrock Resort Hotel

### FOR IMMEDIATE RELEASE

BANFF, AB - The Rimrock Resort Hotel (Rimrock) is pleased to announce the appointment of Jim Leavens as Director of Sales, effective immediately. Mr. Leavens joins Trevor Long, Director of Operations, in the restructuring of the Rimrock's management to strengthen the company in the increasingly competitive tourism market.

Mr. Leavens has been a Banff resident for over 30 years, and has in-depth knowledge of tourism, both nationally and internationally. "I am honoured to represent this magnificent property in this capacity in Canada's premier resort destination," said Mr. Leavens. Trevor Long added, "Jim was unquestionably our unanimous choice for the position. In his five years at the Rimrock as Senior Sales Manager, Jim has contributed greatly to the success of the resort by creating successful relationships with our corporate clientele, which is essential in a role such as this."

Mr. Leavens is succeeding as Director of Sales for one of Travel + Leisure magazine's 2009 "World's Best" hotels; overseeing the Rimrock's Sales and Conferences Departments, and optimizing 346 luxury guest rooms and 17 function spaces.

The Rimrock, an independently owned and operated hotel, is a leader in providing luxury accommodations, elite services and unique facilities. 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, and the elegant Primrose dining room. For reservations, please call 1-888-RIMROCK (746-7625) or visit [www.rimrockresort.com](http://www.rimrockresort.com).

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## THE RIMROCK RESORT HOTEL

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