



December 31, 2007

FOR IMMEDIATE RELEASE

THE RIMROCK RESORT HOTEL 100% SMOKE FREE

BANFF, ALBERTA, CANADA – As of January 1, 2008, the Rimrock Resort Hotel (the Rimrock) will be 100% smoke free in all of its guest rooms, public spaces, restaurants and bars. In accordance with the Government of Alberta's Bill 45 Legislation, Smoke-Free Places (Tobacco Reduction) Amendment Act 2007, the Rimrock will offer a smoke free environment to all guests and staff.

Effective January 1, 2008, the Rimrock, with the aid of the Government of Alberta's Bill 45 Legislation, will:

- Prohibit smoking in all indoor areas (including guest room balconies) and workplaces;
- Ban tobacco displays, promotions and advertising in retail outlets (proposed effective July 1, 2008).

The new smoke free policy will preserve the interior furnishings in each guest room and increase the air quality through out the Rimrock.

Designated smoking areas located outside of the Rimrock are already available to guests. No smoking signs are posted in each guest room and throughout the Rimrock, with the Rimrock's Security Department prepared to issue an on-the-spot fine for anyone caught smoking in guest rooms, including guest room balconies, and public areas.

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THE RIMROCK RESORT HOTEL

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