



January 19, 2010

GET FACE-TO-FACE WITH THE RIMROCK ON FACEBOOK

FOR IMMEDIATE RELEASE

BANFF, AB - The Rimrock Resort Hotel (the Rimrock) has embraced - with style - the social media phenomenon of Facebook and developed its own [Facebook Page](#). Search for "The Rimrock Resort Hotel" and you will find the Rimrock's Page with updates on special events, news, and even "photo-of-the-week." The Rimrock's presence on the world's leading social media Website will connect local, national and worldwide Rimrock "Fans," and allow Rimrock fans to interact with Rimrock staff.

Paul Smith, Assistant Front Office Manager and avid social media user, is enthusiastic to start 2010 with a Facebook Page. "The ability for us to connect and interact with existing and potential fans of the Rimrock is something we've wanted to do for a while. We hope we'll be able to develop an open, reciprocal relationship with all of our fans in order to deliver what they want, act on their feedback, and allow them to virtually visit the Rimrock year-round. The Rimrock's [Twitter](#) account is linked to the Rimrock's Facebook Page, so updates between the two will be visible on both Websites."

Jim Leavens, Director of Sales, adds, "The Rimrock is an established, independent hotel; Facebook has allowed us to engage easily in a new social strategy to encourage two-way communication with our fans. We encourage all of our fans to post their constructive comments and photos of their Rimrock experiences. We've launched our Facebook Page just in time for the Vancouver 2010 Olympic Torch's arrival in Banff on Wednesday January 20, and we'll be posting photos of the momentous event on our Page."

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. For information, please call 1-888-RIMROCK (746-7625) or visit www.rimrockresort.com, www.facebook.com/rimrockresort, and www.twitter.com/rimrockresort.

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