



June 11, 2008

FOR IMMEDIATE RELEASE

WHEN IN "ROAM", DO AS THE "ROAMANS" DO

BANFF, ALBERTA, CANADA – Take the opportunity to ride in Canada's only all-hybrid, electric transit fleet when staying at the Rimrock Resort Hotel (Rimrock). Released to the public by the Town of Banff (www.banff.ca) on Monday June 2, the wildlife-themed buses promote an eco and user-friendly way to explore the Town of Banff without the inconvenience of soaring fuel costs, traffic delays and searching for that coveted, downtown parking space. For Rimrock guests, the added incentive of free travel to and from downtown Banff is sure to be appealing, especially when traveling with young children, visiting Banff for the first time or traveling in large groups.

With 3 million visitors to Banff each year (Banff Lake Louise Tourism 2007 Fact Sheet), the Rimrock aims to minimize the traffic on the streets of Banff by promoting this unique mode of transportation. Pick-up for the Rimrock is located at its front doors and offers many stops along Banff Avenue; Banff's main thoroughfare where cafés, restaurants and boutiques line the street. Downtown Banff is a short 10-minute bus ride; with service from the Rimrock every 30-minutes in summer and 40-minutes in winter. The easy-to-read transit schedule and map clearly indicate the location of the Rimrock, along with its popular neighbours - the Upper Hot Springs and Banff Gondola. LED signboards are on display at selected bus stops, including one at the Rimrock, to keep you updated on the arrival time of the next bus.

With the anticipation of fewer vehicles on the streets; quicker travel time is expected for "roamans" wanting to see what the Canadian Rockies have to offer, and with Brewsters' knowledgeable and local bus drivers, getting around the Town of Banff has never been easier.



Mountain Goat Bus



Grizzly Bear Bus (outside the Rimrock Resort Hotel)



Wolves Bus

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THE RIMROCK RESORT HOTEL

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