



Do you know of a conference or special event that would work well in Brandon?  
Contact Brandon First with a lead and you will be entered into our quarterly draw for great prizes!

## Conferences are great for our City!

### THINK BRANDON FIRST!



SUCCESS!! (on the hosting front, anyway...) A big thank you to everyone who took part in the MasterCard Memorial Cup during its visit to Brandon this past May. A premier event of this nature allows Brandon to show its true colors as an outstanding host city! Over 800 volunteers signed up and gave their time to make the event one of the most success in the hosting history of the WHL. Many of our out of town guests utilized restaurants & lounges, shopped at many of our fine shops and boutiques, and purchased gas for their vehicles. An economic impact assessment is being prepared by Brandon Fist working with the Canadian Sport Tourism Alliance, and results should be ready for the next installment of this newsletter.



A CHALLENGE TO OVERCOME... A sincere effort was put forth by Hockey Brandon/Brandon First to win the right to host the 2012 Esso Cup, celebrating excellence in Female Midget Hockey. Although Hockey Canada choose Charlottetown, PEI as the 2012 host, some very positive feedback on the Brandon bid submission has encouraged Hockey Brandon to try again for 2013. Ken Seekings, Hockey Brandon female hockey director has had in depth conversations with the key decision makers at Hockey Canada, which will help Brandon submit a solid bid for the 2013 event. Brandon First is pleased to partner with Hockey Brandon in their efforts to land this national event.

#### \*Upcoming events for July/August 2010:

- *Source for Sports AAA Hockey Challenge, June 24—27*
- *Brandon Folk Music and Art Festival, July 22—25*
- *2010 Super Run, July 30—August 1*
- *Source for Sports AAA Hockey Challenge, July 8—10*
- *Marianas Trench, July 10*
- *Canadian National Appaloosa Show, July 27—Aug. 1*

\*Contact Erin @ 729-2156 if you need further information



[www.brandonfirst.com](http://www.brandonfirst.com)

## Brandon First Quarterly E-Newsletter 2010 Issue #1

Brandon First is a one-stop resource for all of your conference planning needs. Let us help you host the best event possible! Not sure how to get started?

Contact Brandon First with your event leads for tips and information.  
[www.brandonfirst.com](http://www.brandonfirst.com)

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**Did you know ....** Brandon First has two committees? **Marketing and Stakeholder Relations, and there is space if you are interested in helping with Brandon First's efforts to attract group business to the City of Brandon.**

#1-545 Conservation Drive  
Brandon, MB R7A 7L8  
**Phone:** 204.729.2156  
**Fax:** 204.729.2139  
**Email:** [info@brandonfirst.com](mailto:info@brandonfirst.com)

