



**FOR IMMEDIATE RELEASE**

**Victoria Crossing BRZ to launch new promotional strategy at Annual General Meeting**

**Calgary, Alberta (November 25, 2002)** - the **Victoria Crossing Business Revitalization Zone (BRZ)** is eager to announce its new marketing and promotions strategy at the organization's 2002 Annual General Ratepayer's Meeting on Thursday, November 28, 2002, 5:00 pm at the Roundup Centre.

Formed in 1997, Victoria Crossing is a collaboration of merchants and businesses working together to promote and improve the community of Victoria. Adjacent to Calgary's city center and the world famous Calgary Exhibition & Stampede, the area boasts some of the city's oldest and most architecturally significant buildings. Concurrently, Victoria Crossing is redeveloping and becoming well known for the number of high tech firms that have recently established their offices in either refurbished warehouse buildings or in exciting, new buildings of their own. What was once an aging and forgotten community is fast becoming an eclectic district of condominiums, businesses, restaurants, clubs and hotels.

Recognizing that the area's full commercial and residential potential is yet to be realized, Victoria Crossing partnered with Idea Machine Creative Services earlier this year with the purpose of developing a new and re-emerging identity for the area. The recommendations that have been formulated through Idea Machine's research are targeted to position Victoria Crossing to attract new and appropriate businesses and development to the area as well as encourage the current business owners to make necessary improvements to attract both businesses and people to the area.

Says Eileen Stan, Victoria Crossing's Executive Director "Over the past 5 years we have made significant in-roads on many of the original recommendations in revitalizing this community. With the incredible assets this community has with respect to location, space and character we feel we are definitely moving in the right direction and are poised to be one of our city's most desirable urban areas."

Displays for several upcoming projects in the area will be also be on hand during the evening including WAM/Opus's Stampede Station, Mtech offices, the Brownstone Office Condominiums and the City of Calgary's Special Study for West Victoria/Connaught.

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