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# Theme embraces city's hospitality heritage

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"In the case of small service groups, maybe they might want to put on a regional event, maybe go just a step further where a local gathering might now become a provincial one."

She said every event, big or small, produces surprising short- and long-term benefits for the city, including job and wealth creation and promotion of the city.

The campaign is called: *Bridging the Centuries, Saskatoon 2000.*

Howland said the theme celebrates the city's proud history of hospitality.

Those involved have produced an explanatory pamphlet and planning guide to help event organizers. A registry of special events will be maintained to monitor progress in hosting 2,000 events by the year 2000. All events that register will receive a certificate of recognition.

"When the mayor (Henry Dayday) asked the committee to look at other ways to attract events to the city, it seemed natural that we take a look at the turn of the century," said Howland.

"This basically is a challenge and an invitation to the community.

"We have great facilities for hosting special events — there's the riverbank, Wanuskewin, Western Development Museum (WDM) and SaskPlace, for example. And there are good, affordable hotels.

"We are asking people to get involved and to help make Saskatoon a better community."

Those wanting to register an event or get additional information can contact Tourism Saskatoon at 242-1206.

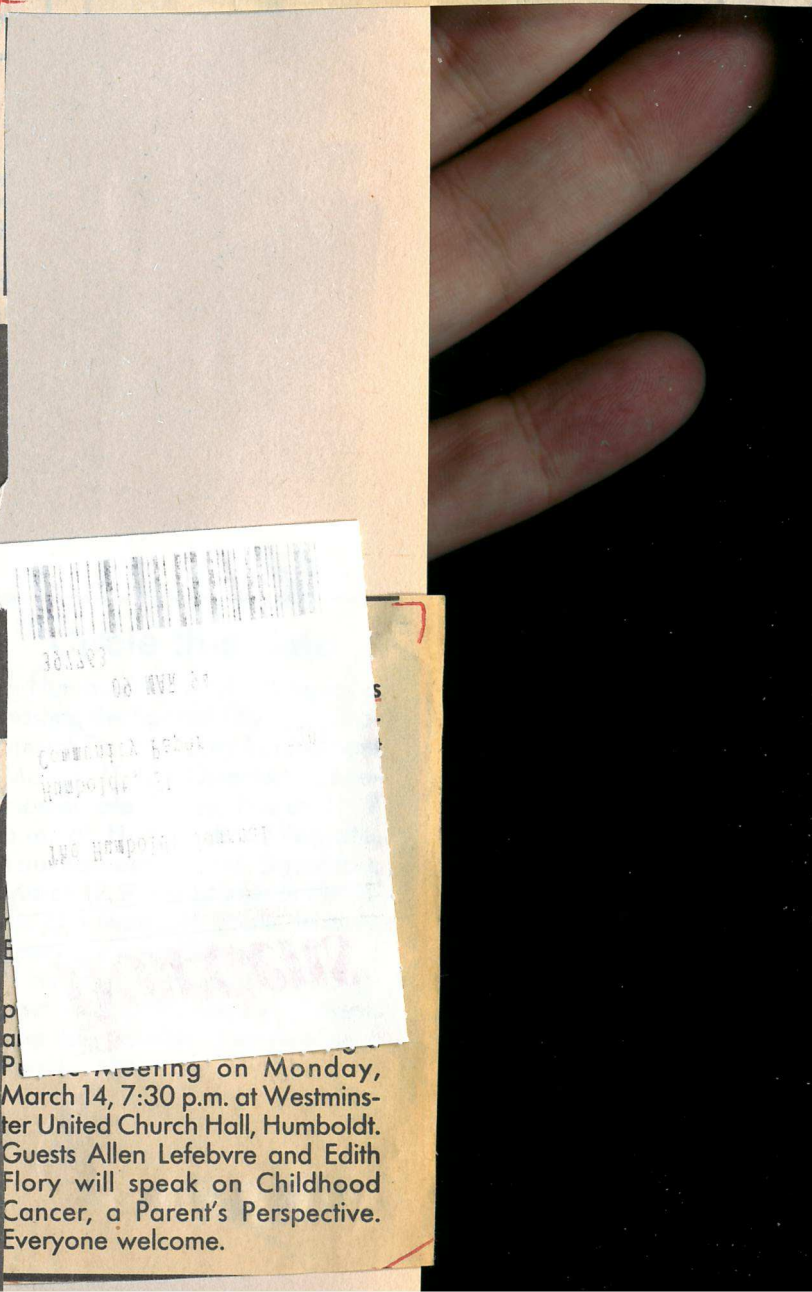
Serving on the committee with Howland and Shyluk are Susan Lamb of Tourism Saskatoon, Leslie Bell of LB Marketing and

of the Children's Festival, Dwight Percy of the Chamber of Commerce, Dale Rochelle of The Partnership and Ed Sebestyen of the Spirit of Saskatoon.

"We've surprised Canada and the world with our 'Yes, we can' attitude. We've brought thou-

sands of visitors and millions of dollars to Saskatoon because of it. Can we do even more? Yes we can," states the material prepared for the launch of the campaign.

"Nobody does it better," it says.



Public meeting on Monday, March 14, 7:30 p.m. at Westminster United Church Hall, Humboldt. Guests Allen Lefebvre and Edith Flory will speak on Childhood Cancer, a Parent's Perspective. Everyone welcome.