



**RURAL CHAMPION AWARD 2017  
APPLICATION FORM**

**AWARD CRITERIA 2017** - The individual or group chosen to receive this award will show a strong commitment to rural tourism in their business, their town, their association, or their community. This award is designed to honor outstanding accomplishments, innovation and leadership in rural tourism. Applicants will be accepted from rural tourism businesses, rural municipalities or communities in Alberta and must be first time recipients.

**APPLICATION DEADLINE – FEBRUARY 10, 2017**

**Applicant Information**

APPLICANT NAME(S) : \_\_\_\_\_

COMPANY | COMMUNITY | MUNICIPALITY NAME : \_\_\_\_\_

PHONE NUMBER : \_\_\_\_\_ FAX NUMBER : \_\_\_\_\_

EMAIL ADDRESS : \_\_\_\_\_ WEBSITE : \_\_\_\_\_

ADDRESS : \_\_\_\_\_

CITY/TOWN : \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

SIGNATURE : \_\_\_\_\_

*I CERTIFY THAT ALL INFORMATION SUBMITTED IN THIS APPLICATION IS CORRECT*

**SUBMISSION INFORMATION**

**Applications will be judged on their own merit and the ability to address the questions listed below.**

Submissions must be typed (1000 word limit). Photos & Videos can be submitted but will not be returned. There is no entry fee.

**QUESTIONS**

Do you operate / own a rural tourism business?

Provide a brief description of your business / community.

How has your business / community grown?

What noteworthy achievements qualify you for recognition?

What unique marketing and/or merchandizing strategies have you utilized?

Do you belong to any related associations? If so, which ones?

Do you work in partnership with other businesses/communities?

How do you work to educate consumers about rural tourism?



**PLEASE SUBMIT APPLICATION FORM, NARRATIVE, VIDEO, AND PHOTOS  
BY ONE OF THE FOLLOWING:**

**ATTN: CHUCK ERMAN**

**EMAIL: [CRE@CRE.AB.CA](mailto:CRE@CRE.AB.CA)**

**FAX: 780 672 8140**

**MAIL: 4250 EXHIBITION DRIVE, CAMROSE AB T4V 4Z8**

**The Winner will be announced at the Growing Rural Tourism Conference on  
February 14, 2017 hosted at the Camrose Regional Exhibition.**

**Additional Information can be found at [www.growingruraltourism.ca](http://www.growingruraltourism.ca)**