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FOR IMMEDIATE RELEASE

May 1, 2014

Regina Hotel Association sponsors new driving tour of “Depot”

REGINA – The RCMP Heritage Centre and the Regina Hotel Association are “driving” Heritage Centre guest experiences in a whole new direction this summer with the launch of new tours of RCMP Academy, “Depot” Division (“Depot”). Both organizations are pleased to announce a partnership in the acquisition of two “people mover” units (picture attached); low speed electric vehicles specifically designed for transporting large groups on guided driving tours through “Depot”.

“These guided tours will give Regina’s residents and visitors the opportunity to see beyond the public areas of the Parade Square, RCMP Cenotaph and Chapel, and introduce them to many of our venues that support the success of the Cadet Training Program” said Assistant Commissioner Louise Lafrance, Commanding Officer of “Depot” Division.

The Regina Hotel Association (RHA) has contributed \$95,900 from its Destination Marketing Fund to support the purchase and promotion of the new electric tram system tour. *“We are delighted to sponsor the launch of this exciting new asset and to support the RCMP Heritage Centre’s efforts to strengthen Regina as a tourism destination,”* said Cari Lemieux, Chair of the RHA Board of Directors. *“This tour offers a unique experience of the RCMP that no other city can provide, further diversifying and sharing our proud Canadian heritage with the world.”*

Tours for the general public will officially commence on May 23rd, 2014; the Force’s 141st birthday. Each unit consisting of one motorized vehicle pulling another non-motorized trolley is equipped to hold 27-28 passengers. One unit has been retrofitted for wheelchair accessibility. Tours will run seven days a week, and will be included with regular admission. Schedules will be posted on the Centre website as well as on the Centre’s internal digital monitor(s). Seats are available on a first come, first served basis, however special tour times can be arranged for groups of 10 or more.

Lives THE TRADITION
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“We’re excited to offer our guests a more comprehensive look at “Depot” Division” , said Al Nicholson, CEO RCMP Heritage Centre. “Our guest feedback has long indicated a keen interest, not just in history, but in Cadet training. This driving tour is a wonderful opportunity to expand on our programming about modern day policing and training, and provide controlled access to areas of “Depot” that the general public has not been privy to in the past. Initiatives like this would not be possible without the support of the RCMP and strong community partners like the Regina Hotel Association.”

An official launch will happen on May 23rd at 10:00 a.m. at the Heritage Centre’s annual press conference on summer programming. Media will be invited to experience this new tour just prior to it being available to the general public.

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BACKGROUND

Regina Hotel Association

The Regina Hotel Association (RHA) is a non-profit, member-based organization that supports the business interests of Regina's destination hotels through creative and result-based marketing. Committed to the highest quality-marketing standard, the RHA champions collaborative promotions of Regina as a visitor destination. Through our Destination Marketing Fund, the RHA supports over 50 event organizers and tourism entities every year including Saskatchewan Fashion Week, Wascana Centre Authority (new Finishing Line Facility in Wascana Park) and Tourism Regina.

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RCMP Heritage Association

Situated on the grounds where the RCMP were headquartered and have been training for over 130 years, the RCMP Heritage Centre (Centre) is appropriately located where the tradition of Canada's national police force (Force) took root and continues to live; Regina, Saskatchewan.

A completely separate legal entity from the Force, and registered as the Mounted Police Heritage Centre, a not-for-profit, charitable organization, the Centre is mandated to tell the RCMP story. The Centre is governed by a volunteer Board of Directors.

Opened on May 23, 2007, the Force's 134th birthday, this state-of-the-art building houses over 18,000 square feet of long-term and temporary exhibits, and is the base for numerous programs and services including:

- Guided tours of RCMP Academy "Depot" Division
- State-of -the-art audio visual displays
- Curriculum-based school and youth programming
- Community events

The Tradition Lives Here.

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