



MEDIA ADVISORY

OCT 1, 2009 – On October 6th, The Calgary Foundation will be launching the 2009 Calgary's Vital Signs Report, an annual check-up that measures the vitality of our city, identifies significant trends and assigns grades on areas critical to the quality of life in Calgary.

WHAT: Media Launch of 2009 Calgary's Vital Signs Report
Interview opportunities with key members of Calgary Vital Signs Team and relevant community issue experts.

WHO: For Assignment Editors / News Directors

WHEN: 9:30-10:00 a.m.
Tuesday, October 6

WHERE: *Rocky Mountain Room, Calgary Area Outdoor Council*
2nd Floor, 1111 Memorial Drive, NW

WHY: The 2009 Calgary's Vital Signs Report reveals how the recent shift in our economic climate has impacted our citizens' quality of life.

Please Note: There is limited parking in the parking lot immediately west, due to construction.

*** Refreshments provided by EthniCity Catering

For more information contact:

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