

MEDIA ADVISORY

- TO:** Assignment Editors/News Directors
- WHAT:** Your invitation to the launch of Calgary's 2008 Vital Signs Report. Hear more about Calgary's citizen report card that looks at 12 key issue areas, from safety to the environment to the arts that contribute to our overall quality of life.
- INTERVIEW OP:** Key members of Calgary's Vital Signs team will be in attendance.
- WHERE:** Outdoor Resource Centre - 1111 Memorial Drive NW
A two-storey heritage building right off the bicycle pathway, next to the Bow River. Located at the southwest corner of Memorial Drive and 10th Street NW. Free parking available.
- WHEN:** **Tuesday, Oct. 7, 2008, 10:00 am to Noon**
Presentation at 10:30 am (approx)
Complimentary coffee, an array of international foods.
- WHY:** Calgary is at a critical point in its history, with unparalleled prosperity and opportunities that brings challenges and the importance of stepping back and taking the pulse of our community.
- One facet of Calgary's Vital Signs is an annual report card, to be launched this year on October 7, 2008, that provides Calgarians with the opportunity to have their say by "grading" Calgary's quality of life. Calgary's Vital Signs report card will provide a clear snapshot of our city's wellness and livability.
- Calgary's Vital Signs was launched by The Calgary Foundation as a long-term initiative to spark discussion, among Calgarians, on our city's quality of life and to strengthen connections with community organizations and institutions, governments and citizens in order to bring about constructive change.

For more information, contact:

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