

Tourism Lethbridge
2805 Scenic Drive South
Lethbridge, Alberta, T1K 5B7



Media Invite

For Release:
May 20, 2025

Celebrating Lethbridge's Frontline Tourism Workers

Media are invited to attend Tourism Lethbridge's Frontline Employee Event on Wednesday, May 21, from 3 p.m. to 6 p.m. at the Southern Alberta Ethnic Association.

This free drop-in event recognizes the important role frontline staff play in delivering exceptional visitor experiences. Hotel employees, servers, retail staff, and more will enjoy food, prizes, networking opportunities, and exclusive early access to the new Explore Lethbridge app.

This year's event builds on the success of last year's frontline tour by bringing the experience under one roof. The guided tour portion has evolved into a self-guided experience through the new app, giving attendees ongoing access to Lethbridge's top attractions while offering time to connect and celebrate together.

Frontline staff, industry leaders, and the Tourism Lethbridge team will be available for interviews.

Date: Wednesday, May 21

Time: 3–6 p.m. (media availability begins at 3 p.m.)

Location: Southern Alberta Ethnic Association, 421 6 Ave S, Lethbridge, AB

Please RSVP or contact us directly if you plan to attend or would like to arrange interviews or photos in advance.

About Tourism Lethbridge

Tourism Lethbridge is the city's official Destination Management Organization, committed to promoting the vibrant culture, businesses, and attractions that make Lethbridge a premier destination for visitors and residents alike.

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