

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



Press Release

For Release:
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Snow Much Love returns: check in with the Explore Lethbridge app to shop, eat, and explore local through January 31

LETHBRIDGE, Alta –Tourism Lethbridge, in partnership with Downtown BRZ, the Lethbridge Chamber of Commerce, and Economic Development Lethbridge, is relaunching Snow Much Love, a city-wide campaign encouraging residents and visitors to support local shops, restaurants, and attractions through the holidays and into the slower post-holiday season, now powered by the Explore Lethbridge web app.

Running November 20, 2025, to January 31, 2026, Snow Much Love invites participants to use the Explore Lethbridge app to check in at a minimum of five locations for a chance to win the grand prize. Additional random prize draws will take place throughout the campaign.

“Local businesses shape our city’s character and visitor experience,” says Erine Crane, CEO at Tourism Lethbridge. “By moving Snow Much Love into our Explore Lethbridge app, we’re making it easier for people to discover more of Lethbridge, extend their visits, and amplify the economic impact across the community.”

Sarah Amies, Executive Director of Downtown Lethbridge BRZ, adds: “We’re excited to see Snow Much Love activate downtown again through the season. The app check-ins give shoppers a simple way to support entrepreneurs who work hard year-round to make Lethbridge vibrant.”

Cyndi Crane, CEO of the Lethbridge Chamber of Commerce, says: “Snow Much Love is a practical way to keep dollars circulating locally at the time businesses need it most.”

Ben Young, Interim CEO of Economic Development Lethbridge, says: “This campaign connects everyday spending to broader economic outcomes. More visits and longer stays help stabilize winter revenues for small businesses, which supports jobs and strengthens our city’s business ecosystem.”

How it works

- Go to explorel lethbridge.app on your phone’s browser and sign up.
- Visit participating locations and tap Check In in the app.
- Make 5+ check-ins during the campaign to qualify for the grand prize.

Join us on November 20 at Festival Square during the Christmas Tree Lighting event hosted by Downtown BRZ for the official launch.

About Tourism Lethbridge

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

About Downtown BRZ

Downtown Lethbridge BRZ works to create a vibrant and thriving downtown core by supporting local businesses through events, beautification, and community engagement.

About the Lethbridge Chamber of Commerce

The Lethbridge Chamber of Commerce is the voice of business, advocating for policies and initiatives that foster economic growth and support for local enterprises.

About Economic Development Lethbridge

Economic Development Lethbridge promotes regional growth, supports business, and creates opportunities for innovation and prosperity in Lethbridge.

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