

Tourism Lethbridge
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Press Release

For Immediate Distribution:
June 9, 2026

Tourism Lethbridge Celebrates One-Year “App-iversary” of Explore Lethbridge App

LETHBRIDGE, AB – Tourism Lethbridge is celebrating the one-year anniversary of the Explore Lethbridge app with an “App-iversary” campaign designed to encourage residents and visitors to discover local experiences, businesses, and hidden gems across the city.

Running from June 8 to July 31, the App-iversary tour invites users to explore featured locations throughout Lethbridge for the chance to win prizes. The campaign includes a grand prize valued at \$500, along with second- and third-place prizes. Random prize draws will also take place throughout the campaign, giving participants even more chances to win while exploring the city.

Participants can earn entries into the prize draw by checking in at participating locations through the Explore Lethbridge app.

“The Explore Lethbridge app was created to help people experience the city in a more engaging way,” said Dominika Wojcik, Senior Director of Communications at Tourism Lethbridge. “Over the past year, we’ve seen the app become an important tool for showcasing local businesses and attractions while encouraging both visitors and residents to explore more of what our community has to offer.”

Originally launched through a collaborative project with the University of Lethbridge, the app development was led by Dr. Sidney Shapiro and his students and supported through a Mitacs grant. Tourism Lethbridge has continued to evolve and expand the platform in partnership with Paper Crane, who has helped enhance the user experience and grow the app into a more dynamic destination discovery tool.

The App-iversary tour features a mix of some of the app’s most popular locations, as well as new places for users to discover throughout the campaign.

The Explore Lethbridge app is a free, web-based platform that allows users to discover curated tours, events, local businesses, and experiences throughout Lethbridge.

To participate in the App-iversary campaign, visit: explorelethbridge.app

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.

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