



BC Cultural Crawl Founder takes home Top Tourism Award



Vancouver, BC - On February 21, 2008 at the Wall Centre Hotel, arts and cultural leader Trudy Van Dop received the Best Tourism Marketing Campaign Award for her legacy projects: the BC Cultural Crawl and the *Arts and Cultural Guide to BC*. The Cultural Crawl is an annual province-wide celebration of the arts, culture and heritage of British Columbia celebrated throughout the month of August, since 2002. The Guide, which is over 10 years old, is now a consistent feature in many retail and hospitality outlets in BC.

The Best Tourism Marketing Campaign Award is presented annually by Tourism British Columbia. The award recognizes a British Columbia tourism company, city, regional destination marketing organization or sector association for their success in launching an innovative marketing campaign to increase business and enhance the tourism industry in British Columbia.

The recipient is announced each year at the Annual British Columbia Tourism Awards, presented by Tourism British Columbia and the Council of Tourism Associations of British Columbia. 2008 marked the ninth year of these prestigious awards which recognize individuals and organizations that are leading the way in BC's dynamic tourism industry, earning the distinction as the best in their field. This year's awards were emceed by Rick Cluff, host of CBC's Early Edition.

"It is an immense honour to receive this award," said Trudy Van Dop. "Six years in [to the BC Cultural Crawl] and we are seeing the dots connecting between the arts and cultural sectors of our province: bridges are being built; awareness of the arts and cultural sectors are growing; media partners are spurring cultural initiatives on."

Previous Tourism Marketing Campaign Award winners have included:

2005 – The Royal BC Museum

2006 – BC Wine Institute

2007 – Rocky Mountaineer Vacations

"My passion for these projects comes from a love for this province, which has been my lifelong home, and a love for people and communities who have dedicated themselves to creating something beautiful to share with others," said Van Dop. "The dream is to see the BC Cultural Crawl move forward with even more momentum in the years to come, and I hope this award creates even more awareness and involvement in BC's burgeoning cultural tourism industry."

In addition to her work with the BC Cultural Crawl, Van Dop is Owner of the Van Dop Gallery and Publisher of the *Arts and Cultural Guide to BC*, a 160-page guide to over 400 art galleries, museums, studios, gardens, heritage and cultural sites in the province of BC. She is also an active board member with a variety of arts and tourism organizations throughout the province, including serving as Vice President of Tourism New Westminster and Board Member of the Vancouver Club.