

## Press Release

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### VR Video of Lethbridge Sport Venues Wins International Award

LETHBRIDGE, Alta – A VR Video highlighting Lethbridge’s Sport Facilities was awarded the NYX Gold award in the category of ‘Immersive & Mixed Reality.

This week the NYX Awards released the results for their 2023 award winners, recognizing unparalleled achievement and quality internationally in specialized fields such as branding, marketing, and promotion. The VR video, made by Winged Whale Media for the Lethbridge Sport Tourism Advisory Committee, was honoured with the prestige of the gold award in the category of ‘Immersive & Mixed Reality Video.’ This was also the only entry of Canadian origin to win gold among an international pool of contenders.

The award-winning video highlights nine of Lethbridge’s incredible sports venues. The video allows sporting event organizers to immerse themselves in a 360° video rendition of the sports facilities in the city, while also hearing from some of the directors or managers about the unique attributes of each facility; allowing sporting event organizers to get to know the space and people before they even set foot in the city.

Winning the NYX Award helps to further increase Lethbridge’s sporting venues’ visibility internationally as a prime destination for hosting sporting events. This will make Lethbridge even easier for sporting event organizers to discover, and start planning their next event here! The video has also been Showcased at the National Sport Event Congress in Edmonton, Alta in 2022 and will be showcased at the same event in June 2023 in Richmond, BC.

Congratulations to Edouard Limon, Rupen Bhardwaj, and Claudia Limon, from Winged Whale Media, for creating the award-winning video! ““Receiving the prestigious NYX award for our work with Tourism Lethbridge is an immense honor for our team. Virtual Reality has taken the tourism industry by storm, and it’s a privilege to have used this innovative technology to showcase Lethbridge to the world. We’re excited to have the opportunity to bring international attention to this beautiful city and to highlight the world-class professional sports facilities it has to offer. We remain committed to pushing the boundaries of VR and creating immersive experiences that benefit our clients and viewers. Thank you to the organizers of the International NYX Awards and to Tourism Lethbridge for their trust in our team.” Said Edouard Limon, Creative Director of Winged Whale Media, regarding their triumphant win.

Sporting events continue to be an incredible economic driver propelling Lethbridge and tourism in Lethbridge further every day. The video produced by Winged Whale Media is an asset added to a growing library of public demonstrative materials showing off Lethbridge’s incredible facilities and tourism opportunities in the city. See the award-winning video on NYX’s website [Here!](#)

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