

For Release:  
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## **Tourism Lethbridge Officially Launches “Sip, Taste, Explore! A Southern Alberta Agriventure!”**

LETHBRIDGE, ALTA – Tourism Lethbridge is thrilled to announce “Sip, Taste, Explore! A Southern Alberta Agriventure!” This tastebud tantalizing experience pass is made to promote local agri-food tourism attractions and businesses, where pass holders can check in and earn points towards amazing prizes. The launch arrives just ahead of Alberta Open Farm Days and Whoop-Up Days, which are great opportunities to experience “Sip, Taste, Explore!” and easily earn prizes!

“Sip, Taste, Explore! A Southern Alberta Agriventure!” is a free experience pass made to tantalize tastebuds. The “Sip, Taste, Explore! Agriventure” helps explorers discover incredible local agri-food tourism experiences in Southern Alberta. Each discovery earns explorers points towards prizes, along with exclusive discounts and promotions at select participating locations to sweeten the deal.

The creation of the “Sip, Taste, Explore!” program gives Tourism Lethbridge an important tool for gathering visitation data and promoting the local agri-food tourism industry and economy. The program’s main goal is to generate greater visibility for participating locations and to stimulate economic activity and job growth in the local agri-food tourism industry.

“The Downtown BRZ is excited to collaborate with Tourism Lethbridge in supporting our local businesses and agri-food tourism industry with this program. Now is an important time for everyone to come together to promote greater engagement with the incredible local businesses and agricultural opportunities in our region.” Said Sarah Amies, Executive Director of the Downtown BRZ.

At launch, the passport features over 30 different businesses and attractions in Southern Alberta, with more to come in the next year. Agri-food focused businesses and attractions that would like to join the program that are not already actively in the onboarding process are encouraged to contact: [Info@TourismLethbridge.com](mailto:Info@TourismLethbridge.com).

“Tourism Lethbridge is delighted to continue to expand our agri-food tourism offerings. We know how great our local food scene is, and we are thrilled to continue to be a part of sharing it with the world.” Said Erin Crane, CEO of Tourism Lethbridge.

Anyone can join “Sip, Taste, Explore! A Southern Alberta Agriventure!” by going to [TourismLethbridge.com](https://TourismLethbridge.com), where they can sign up for free by providing their name, email, and phone number.

A link is then sent via text or email, which directs the user to add the “Sip, Taste, Explore!” web app to their home screen. By using a web app, there is no bulky app download required for the pass. Explorers then check in via a 4-digit pin at participating locations to earn points! Points can then be redeemed for prizes, which can be collected at the Tourism Lethbridge Visitor Information Centre or Downtown BRZ office.

Organizations looking to access media related to “Sip, Taste, Explore! A Southern Alberta Agriventure!” can access stills, as well as video content from the Tourism Lethbridge Media Hub through the “Sip, Taste, Explore!” folder, accessible at [TourismLethbridge.com/Media](https://TourismLethbridge.com/Media).

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#### About Tourism Lethbridge:

Tourism Lethbridge is the destination management organization for Lethbridge. We work to promote vibrant, and diverse tourism offerings in Lethbridge, Alberta. Through collaborative efforts with industry partners we showcase the region's attractions, events, and experiences, to attract visitors from far and wide.



*Sip,  
Taste,  
Explore*