



## WordFest Announces Hôtel Le Germain Calgary as Official Hotel for the 16<sup>th</sup> Annual Festival

(Thursday, June 15, 2011—Calgary, AB) **WordFest™** is proud to announce **Hôtel Le Germain Calgary** as the official hotel for the 16<sup>th</sup> annual Festival, taking place October 11-16, 2011. The hotel will be WordFest's temporary headquarters for the week of the Festival, providing accommodation for the Festival's 70+ authors, as well as venues for receptions.

"WordFest is a highlight of Canada's literary calendar and an important cultural event for the city Hôtel Le Germain Calgary calls home," says general manager Lionel Houliat. "My team and I look forward to welcoming the dedicated people who bring writers and readers together from around Calgary and the world and to supporting their esteemed work."

WordFest Director Jo Steffens added: "This partnership is a natural extension for both parties as promotion of Calgary as a cultural destination is in line with WordFest's vision and with Groupe Germain's history of supporting regional and national arts organizations."

Hôtel Le Germain Calgary is located at 9<sup>th</sup> Avenue SE and Centre Street, near many of WordFest's event venues, such as the Glenbow Museum, the Central Library, the Art Gallery of Calgary and the Festival's main venue, Vertigo Theatre. The hotel opened in 2010 to become the premier boutique-hotel in downtown Calgary. Its lobby bar, Central 899, is a vibrant and stylish place to enjoy snacks and beverages. Neighbouring CHARCUT Roast House is one of the city's most popular restaurants.

Because Hôtel Le Germain seamlessly fuses style and substance, festival authors will find a welcome retreat here. A remarkable union of elegant design, state-of-the-art technology and the impeccable anticipatory service of caring professionals define every Le Germain property. Selecting Hôtel Le Germain Calgary as the Festival's official hotel also demonstrates WordFest's support of responsible and sustainable partnerships. In addition to a highly efficient geothermal heating and cooling system, the hotel invests in a multitude of energy, water, and waste conservation programs.

WordFest is an annual literary festival that takes place at various venues in Calgary, Banff and the Bow Valley. On October 14, 2011, the Festival moves to the world-renowned Banff Centre, a founding partner of WordFest, for the remaining two days of the Festival.

### **About WordFest**

WordFest brings readers and writers together in a six-day literary festival that takes place annually in Calgary, Banff and the Bow Valley. The 16<sup>th</sup> annual WordFest will take place October 11-16, 2011. WordFest features more than 70 writers from the local, national and international stage and hosts more than 60 events. The full Festival line-up will be released on August 24, 2011. Visit [wordfest.com](http://wordfest.com) for details.

### **About Hôtel Le Germain Calgary**

With 143 rooms and suites, Hôtel Le Germain Calgary is a bold new landmark at the centre of one of Canada's most sophisticated cities. Located downtown at 899 Centre Street SW, Hôtel Le Germain Calgary is steps away from the EPCOR Centre for the Performing Arts, the Glenbow Museum, the Calgary Tower, the TELUS Convention Centre, Olympic Plaza and the popular Stephen Avenue pedestrian walk. Nearby Hôtel Le Germain Calgary, you can find nine major shopping centres and department stores, retro cinemas, some of Calgary's finest restaurants, pubs, cafés and bars, as well as an eclectic mix of boutiques and galleries. Visit [germaincalgary.com](http://germaincalgary.com).

(more)

**About Groupe Germain Hospitality**

A family-owned Quebec company, Groupe Germain owns and operates Le Germain Boutique-hotels—in Quebec City, Montreal, Toronto and Calgary—as well as two "no-frills-chic" ALT Hotels in Montreal's Quartier DIX30 and Quebec City and a third under construction at Pearson International Airport. Groupe Germain is renowned for the impeccable hospitality and style it brings to its boutique-hotels. Follow us on Twitter [@HotelGermain](#) or visit [groupegermain.com](#).

Media Inquires:  
WordFest  
Mary Kapusta  
Marketing Manager  
Ph: 403.237.9068  
Fax: 403.237.9093  
[marketing@wordfest.com](mailto:marketing@wordfest.com)

-30-

*WordFest presents more than 70 writers in over 60 events from October 11-16, 2011. For year-round events and updates on everything literary, visit [wordfest.com](#) or follow WordFest on Twitter [@WordFestTweets](#) or on Facebook.*