

---

**FOR IMMEDIATE RELEASE**

## **Travel Drumheller Launches Community Pride Campaign Highlighting the Drumheller Dragons and AJHL Hockey in Drumheller Valley**

Drumheller, AB - February 9, 2024 - Travel Drumheller proudly unveils its latest community pride campaign, spotlighting the profound impact of the Alberta Junior Hockey League (AJHL) within the picturesque backdrop of Drumheller Valley.

Entitled "**Drumheller Dragons: 20 Seasons of Community Unity**," this campaign captures the essence of camaraderie, passion, and community unity fostered by hockey in Drumheller. Against a changing landscape in the AJHL and hockey realm, Travel Drumheller aims to reaffirm the deep-rooted connection between the sport and the local community.

The campaign's centerpiece, a captivating video, is set for release on **February 10th at 10:00 AM MST**. The video encapsulates poignant interviews with players, coaches, billet families, and the team announcer, offering insights into their journeys, aspirations, and the transformative power of hockey in shaping their lives and the community. By including diverse perspectives, the campaign paints a holistic portrait of the profound symbiosis between hockey and Drumheller Valley.

"We are thrilled to present our newest campaign, which celebrates the history and invaluable contributions of hockey and how it contributes to community pride in the Drumheller Valley," expressed Keri Looijen, Marketing Manager at Travel Drumheller. "Through this initiative, we aim to honor the heritage and stories of our community and highlight the enduring spirit of resilience, community pride, and unity."

This campaign not only celebrates community pride but also ignites a passionate rallying cry behind our local team. It serves as a poignant reminder of the enduring values that sports uphold, bringing together neighbors, families, and friends in unwavering support, regardless of the changes unfolding around it.

For more information about the campaign and to view the video, please visit our [website](#) or follow Travel Drumheller on [Facebook](#), [Instagram](#), [LinkedIn](#), or [YouTube](#).

About Travel Drumheller: Travel Drumheller is the Destination Marketing Organization for the region. Its role is to promote the region throughout Western Canada and the world.

###

Media Contact:

**Keri Looijen**

Marketing Manager

403.820.6414 [marketing@traveldrumheller.com](mailto:marketing@traveldrumheller.com)