MEDIA RELEASE

LARGEST CONVENTION IN VANCOUVER'S HISTORY ANNOUNCED FOR 2025

The General Service Board of Alcoholics Anonymous selects Vancouver for the 2025 International Convention of Alcoholics Anonymous

November 5, 2013. Vancouver, BC:

Vancouver will welcome 48,000 people from around the world for the 2025 International Convention of Alcoholics Anonymous. This will be the single largest meeting ever held in the city with a footprint spanning both the Vancouver Convention Centre and BC Place Stadium.

The news was announced on November 4 during the General Service's Board Meeting at the AA World Services' office in New York City. The International Convention will take place July 2 to 5, 2025.

Expected to contribute $71 million in direct spending to the local economy, the 2025 International Convention in Vancouver is the result of a 10-year journey involving the A.A. General Service Board and its General Service Office in New York, local A.A.s, Tourism Vancouver, the Vancouver Convention Centre, BC Place and local hotel partners. Vancouver bid for the first time in 2003, and attempted once more before securing the conference in 2013. More than a dozen North American cities were invited to bid for the highly coveted 2025 meeting, including Montreal, St. Louis, Minneapolis and Denver. Vancouver was selected for its award-winning facilities and infrastructure, close relationships among the hospitality community, and inspiring location next to the ocean and mountains.

Alcoholics Anonymous is a fellowship of men and women who share their experiences, strength and hope to help themselves and each other recover from alcoholism. The organization's international convention takes place once every five years, and is attended by delegates from more than 75 countries. The event features meetings, workshops and a traditional flag ceremony that celebrates the sobriety of members worldwide.

Quotes:

Carolyn W., B.C./Yukon Area 79 delegate

"It was my privilege to be the local AA representative for our bid to host the 2025 International Convention in Vancouver. The AA members of the B.C./Yukon Area sent me off to New York for the first presentation with loud and enthusiastic cheers of 'bring it home'. We were thrilled to learn we'll be welcoming AA members from all over the world in 2025. And good news travels fast: since the announcement was made, I've been contacted by AA members from Vancouver to Japan expressing their gratitude for the efforts of everyone involved to make this possible."

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Gregg Talley, president and CEO of Talley Management Group, and AA convention manager

"Vancouver had all the basics covered: an amazing destination, world-class facilities and a committed, energized local AA population. The icing on the cake was the team of incredible hospitality professionals who worked together, and then with us, to make this happen. We are delighted to be working with the Vancouver community to make this event a huge success in 2025."

The Honourable Todd Stone, BC Transportation and Infrastructure Minister and Minister Responsible for PavCo

"This is a huge vote of confidence for British Columbia, demonstrating once again the importance of a strong economy and B.C.'s competitiveness on the international stage. This bid could not have been contemplated, let alone achieved, without the province's two world-class facilities: the Vancouver Convention Centre and BC Place."

Jacqueline Benear, director of Sales, Meetings & Conventions, U.S., Tourism Vancouver

"We are truly honoured that AAWS has chosen Vancouver to host the 2025 International Convention of Alcoholics Anonymous. Orchestrating and winning a bid of this magnitude took time and patience, and is the direct result of AA's local community approaching us in the mid-90s - they have been our steadfast inspiration ever since. The International Convention is a cornerstone booking for our city, and a testament to the entire hospitality community's collaboration, dedication and long-term planning. This amazing event is so powerful and uplifting to so many people, and we look forward to sharing our home with AAWS in 2025."

Jonas Melin, chair, Hotel Association of Vancouver; first deputy chair, Tourism Vancouver; and general manager, Inn at False Creek-Quality Hotel Downtown

"The successful bid on a convention of this magnitude elevates Vancouver on the world stage and is a great example of all industry stakeholders working together for a common goal. Credit must go to the province of B.C., the Vancouver Convention Centre and BC Place Stadium, all of which contributed to this decision. This will be a pivotal event not only for Metro Vancouver, but also for the entire province as these visitors extend their trips and explore the rest of B.C."

Joann Pfeifer, general manager, Vancouver Marriott Pinnacle Downtown Hotel and chair, Vancouver Hotel Destination Association

"This successful bid is a tremendous example of the hotel community working together with our partners to bring an important convention to the city. The benefits of a group of this size will be felt throughout our entire hospitality industry, from hotels and taxi operators to retailers and restaurants. AAWS choosing to host their conference here absolutely validates Vancouver's growing reputation as a world city."

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About Tourism Vancouver

Tourism Vancouver's focus is on building exceptional customer relationships with meeting planners, travel influencers, travel media and independent tourists. The organization's brand essence is about "exceeding expectations."

About the Vancouver Convention Centre

The only two-time winner of the International Association of Congress Centres' APEX award for "World's Best Convention Centre", the Vancouver Convention Centre features two connected buildings with a combined total of 466,500 ft^2 (43,340 m^2) of flexible function space. Since inception, the facility has demonstrated a constant commitment to service, technical and culinary excellence, as well as environmental sustainability. In fact, the facility is the world's first convention centre awarded the highest LEED® Platinum rating.

About BC Place Stadium

BC Place Stadium is the largest multipurpose venue of its kind in the province of British Columbia. An architectural signature for the province, BC Place hosts sports, exhibition and entertainment on a year-round calendar of live events. BC Place is proud to be home to the BC Lions Football Club, Vancouver Whitecaps FC and the BC Sports Hall of Fame.

About the Hotel Association of Vancouver

The Hotel Association of Vancouver was established in 2009 as a merger of the VHGMA (Vancouver Hotel General Manager's Association) and the VHA (Vancouver Hotel Association). As the collective voice of Vancouver hotels, the HAV works to represent their interests to governments, media and the larger hotel community while ensuring that members are informed and active on key issues.

About the Vancouver Hotel Destination Association

The Vancouver Hotel Destination Association (VHDA) is comprised of downtown Vancouver hotels who contribute towards the Vancouver Destination Marketing Fund (DMF). These marketing funds are used to directly enhance Vancouver's destination awareness, increase overnight hotel stays for all VHDA member hotels, and create value for all partners in the tourism sector.

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