

**For Immediate Release
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**Toronto's Leadership Recognized Through Professional Conference Management
Association Chairman's Award**

Toronto, ON - In recognition of the city's exemplary leadership and spirit of partnership, Tourism Toronto and the Metro Toronto Convention Centre (MTCC) have been honoured with the Professional Conference Management Association's (PCMA) 2009 Chairman's Award.

Each year since 1986, PCMA's Chairman's Award has honoured an individual or organization that has made a difference in the meetings and convention industry or who has contributed in a constructive way to setting a course that will positively affect the travel industry. The recipient is selected by the PCMA Chairman of the Board.

"We are pleased to be recognized as leaders and world-class collaborators," said Barry Smith, President & CEO of the Metro Toronto Convention Centre. "We're proud of our partnership with the PCMA and our positive impact on what the Association is able to deliver to our peers in the industry."

This year, Toronto was ranked the number one convention city in Canada by North American meeting planners, and one of the top five in all of North America (- *Watkins Research Group, Inc. 2008 Meeting and Convention Planners Survey*)

"We recognize the value that a strong conventions industry brings to our community," said David Whitaker, President & CEO of Tourism Toronto. "We've worked hard to develop partnerships that build and maintain support for this sector and we appreciate receiving acknowledgment for our efforts from our PCMA friends."

About Tourism Toronto

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to sell and market the Greater Toronto Region as a remarkable destination for tourists around the globe.

About the MTCC

The Metro Toronto Convention Centre is Canada's #1 convention and trade show facility. Since its opening in 1984, the MTCC has hosted approximately 12,000 events and entertained nearly 40 million guests. For further information, please visit www.mtccc.com.

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