



Downtown Event + Entertainment District – It’s Got to Be Downtown Request to attend Media Conference

Downtown Saskatoon – You are invited to a media conference on **Tuesday, April 5, 2022, 10:00 a.m.** at **The Sheraton Cavalier (Top of the Inn)** where Downtown Saskatoon will launch a new video promotional campaign.

Saskatoon is about to make a big decision – it’s about the development of an animated Downtown Event + Entertainment District (DEED), anchored by a new Downtown arena and convention centre. Running April to June, @DTNYXE social channels will explore more details on how Saskatoon can make this work.

These public assembly facilities will stimulate the economy and bring renewed energy and life to Saskatoon’s Downtown. The DEED will be where we hold our biggest events, conferences, concerts, and sports. Before and after events, people will spill out into the surrounding businesses for a longer, enjoyable experience. The DEED is going to keep Saskatoon on the map. It’s got to be Downtown!

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ABOUT DOWNTOWN SASKATOON

Our mission is to support our Downtown business community by enhancing the experience of all who work, live, and visit Downtown Saskatoon. We strive for and envision the district being known for offering exceptional prairie urban experiences. Downtown Saskatoon’s work is overseen by a board of district representatives and supported through a levy on commercial properties in the area.

BRANDING LESSON

- **Downtown Saskatoon** (all words) is our business name, and our preferred nomenclature
- **DTNYXE** (acronym, no space) is our online presence, or can be used for short
- Downtown YXE is not a version we use - thanks.
- For specificity around what we do, **Downtown Saskatoon Business Improvement District** can be utilized

For more information and to RSVP:

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