



Edmonton Opens for Business as First Canadian Destination to Achieve the Destination GBAC STAR™ Accreditation

EDMONTON, AB.—June 22, 2021— Explore Edmonton in collaboration with the Edmonton International Airport, Edmonton Destination Marketing Hotels (EDMH), Oilers Entertainment Group, TRAXX Coachlines, Edmonton Convention Centre and Edmonton EXPO Centre, has announced that Edmonton has successfully secured the Destination [Global Biorisk Advisory Council® \(GBAC\) STAR™ Accreditation](#). Edmonton is now the first and only Canadian destination, and one of only four destinations throughout North America, to have obtained the Destination GBAC STAR™ Accreditation.

In support of the Destination GBAC STAR™ Accreditation, [Explore Edmonton](#) has launched a promotional campaign and platform *Visit Safely in Edmonton: From Touchdown to Takeoff* to encourage business travel, meetings, conventions, and major events to return to Edmonton following COVID-19 related cancellations and postponements. The campaign showcases the health & safety and outbreak prevention measures will be in place at participating properties across the city. In addition, Explore Edmonton and EDMH are offering substantial incentives for event planners who are considering Edmonton as their host destination.

“For over a year, Edmonton’s tourism and hospitality industry has experienced widespread travel restrictions, event postponements and cancellations,” said Maggie Davison, Interim CEO, Explore Edmonton. “As we reopen, our industry must show solidarity and collaboration in our commitment to providing a safe experience for business travelers and events returning to Edmonton. Our Destination GBAC STAR™ Accreditation proves that we are prepared to responsibly open for business—reigniting our industry and positioning Edmonton among the safest business event and travel destinations in North America.”

The Destination GBAC STAR™ Accreditation program is the cleaning industry’s only outbreak prevention, response and recovery accreditation for facilities and destinations. This means the cleaning, sanitization, outbreak prevention and recovery programs at participating Edmonton hotels, venues and transportation agencies are accredited and validated by the gold standard program that prepares them with the right systems to protect against and respond to biorisk situations, including COVID-19. To obtain GBAC STAR™ Accreditation, facilities must demonstrate compliance with 20 specific elements including maintaining strict cleaning protocols, disinfection techniques, infectious disease prevention planning, staff training and more.

“The pursuit of GBAC STAR™ Facility Accreditation by various venues in Edmonton is a testament to the city’s commitment to a heightened level and ongoing priority of cleanliness that citizens, visitors, and staff now expect,” said GBAC Executive Director Patricia Olinger. “Through the GBAC STAR accreditation, they are showing their dedication to the next step in infection prevention post-pandemic: cleaning for health.”

Participating hotels, venues and transportation partners include:

- [Edmonton International Airport](#)
- [TRAXX Coachlines](#)
- [EDMH hotels](#) (27 participating properties across Edmonton)
- [Rogers Place](#)



- [Edmonton Convention Centre](#)
- [Edmonton EXPO Centre](#)

About Explore Edmonton

Explore Edmonton is the visitor economy and venue management organization for Edmonton. Together, it tells the city's story, elevates the Edmonton experience, and generates inbound visitation. It wants visitors to have more than enough reasons to visit, explore and stay longer in Edmonton. In working closely with its partners and stakeholders, its efforts positively impact the economic diversity and quality of life for Edmonton residents, while remaining competitive in a global marketplace. In collaboration with its hotels, attractions, and businesses, it strives to make Edmonton a four-season destination of choice, delivering year-round transformational visitor and guest experiences. For more information, visit exploreedmonton.com.

About GBAC, a Division of ISSA

Composed of international leaders in the field of microbial-pathogenic threat analysis, mitigation, response, and recovery, the Global Biorisk Advisory Council (GBAC), a Division of ISSA, provides training, guidance, accreditation, certification, crisis management assistance, and leadership to government, commercial and private entities looking to mitigate, quickly address, and/or recover from biological threats and real-time crises. The organization's services include biorisk management program assessment and training, Forensic Restoration® response and remediation, the GBAC STAR facility accreditation program, training and certification of individuals, and consulting for building owners and facility managers. For more information, visit www.gbac.org.

About ISSA

With more than 9,300 members – including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners, and associated service members – ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, Ill., USA, the association has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information about ISSA, visit www.issa.com or call (800) 225-4772 (North America) or (847) 982-0800. For information on ISSA's Canadian division, ISSA Canada, visit <http://www.issa-canada.com> or call (866) 864-8273 or (905) 665-8001.

About MediaEdge Communications

For more than 25 years, MediaEdge has been at the forefront of communication solutions for organizations within a variety of business sectors. MediaEdge is a leading provider of non-dues revenues for associations offering exceptional no-cost member benefits through a number of innovative products and services. Find out more by visiting www.mediaedge.ca.

MediaEdge is a proud reseller of the GBAC STAR and GBAC fundamentals online course. Please see the program details and links below.

1. Commercial facility owners looking for GBAC STAR accreditation can follow the link [here](#).



2. ISSA has also released a new GBAC fundamentals online course specifically designed for cleaning workers on the frontlines of the coronavirus fight. Please click [here](#) to register and receive a discount off normal prices.

For additional program details and information, please email chuckn@mediaedge.ca or contact him at (416) 803-4653.