



Vulcan Tourism

Vulcan Tourism & Trek Station

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MEDIA RELEASE

Vulcan, Alberta, formally recognized as “Official *Star Trek* Capital of Canada”

March 10, 2010 Vulcan, Alberta – Residents of the [town of Vulcan, Alberta](http://www.vulcantourism.com), are perking their pointy ears to mark a new milestone in their quirky sci-fi history: formal status as the “Official *Star Trek* Capital of Canada”.

In early 2010, Vulcan and CBS Consumer Products finalized the terms of a licensing agreement making the small prairie town the first officially recognized *Star Trek* destination in Canada, and granting it the right to create a unique line of collectible *Star Trek*/Vulcan souvenir merchandise that will only be available at Vulcan County businesses.

“We are very excited about our new status as the Official *Star Trek* Capital of Canada, and look forward to working with CBS to incorporate even more elements of the *Star Trek* universe into our community’s public spaces,” said Dayna Dickens, Vulcan’s Tourism Coordinator.

Special events are planned throughout spring 2010 to help celebrate the galactic occasion. Festivities will include:

- a special visit from actor Leonard Nimoy, the original Vulcan Mr. Spock on April 23, courtesy of the [Calgary Comic and Entertainment Expo](http://www.vulcantourism.com);
- unveiling a bronze bust of Mr. Spock and Mr. Nimoy’s Live Long and Prosper handprint in downtown Vulcan;
- the launch of an inaugural line of *Star Trek* collectible souvenir merchandise in the Vulcan Tourism & Trek Station gift shop;
- and a guest appearance by actor Tim Russ (*Star Trek Voyager*’s Tuvok) at the Spock Days/Galaxyfest community-wide *Star Trek* convention June 11 and 12.

More information about these events will be released as details are finalized.

The town of Vulcan recently gained international fame for its ambitious goal to host the world premiere of the new *Star Trek* movie, despite not having a movie theatre. The campaign to bring the movie premiere to Vulcan followed in the wake of Vulcan’s long *Star Trek* history including: 2008’s unveiling of a large *Star Trek* Memorabilia Collection; 2007’s launch of the “Vulcan Space Adventure” virtual reality game; opening the Vulcan Tourism & Trek Station - a spacey tourist information centre in 1998; unveiling a 5-tonne replica of the Starship Enterprise in 1995; and the town’s first *Star Trek* Convention held back in 1993. Tributes to science fiction are everywhere from space murals and alien signage that grace the walls and street corners of this little town on the prairies to a *Star Trek* grave stone in the local cemetery.

The Town of Vulcan, Alberta, is a “logical” year-round destination for science-fiction enthusiasts and *Star Trek* fans from across the galaxy.

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For more information about the Town of Vulcan contact:

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