

Jan. 5, 2010

To whom it may concern,

I am employed as the director of media and community relations for the Calgary Stampede. One of my roles is to oversee the Stampede's website (www.stampede.com) and a major initiative in 2009 was to develop an online social-media strategy and execute it.

Trevor Turnbull played a huge role in helping our organization achieve our goals. Not only did he help educate members of our staff about social media, he spearheaded the development of StampedeConnect (www.stampedeconnect.com), which ended up being an award-winning social media site.

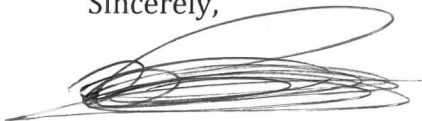
He also was a valuable resource with regards to marketing ideas, web suggestions and general informed opinions about the sports and entertainment industry.

He was always enthusiastic about working together on projects and constantly came up with ideas and solutions to improve our online product. He was extremely professional and dedicated to our organization.

I would highly recommend Trevor for any position that requires strong communication, organizational, strategizing, problem-solving skills, particularly in the field of sports and entertainment.

Please feel free to contact me if you need additional information or perspective.

Sincerely,



Michael Petrie
Director, community and media relations
Calgary Stampede
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