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FOR IMMEDIATE RELEASE

For Fourth Annual Cult Brand Celebration, The Gathering 2017 Adds One Day of Hands-On Workshops, Two Days of Intimate Music Experiences

CALGARY, ALBERTA – (Oct. 12, 2016) – Organizers of The Gathering - the fourth annual union of the world's bravest brands - announce the expanded offerings in store for up to 2,500 attendees of their 2017 flagship event.

Returning to the Fairmont Banff Springs Hotel Feb. 22-25, The Gathering will once again feature a painstaking selection of keynote speakers and breakout sessions, framed around mixers ranging from cocktail soirees to snowboard adventures... all capped off with the illustrious Gathering Awards gala, dedicated to the world's most acclaimed Cult Brands.

Building on three years of success as the pinnacle North American celebration of the world's best and bravest brand, marketing and consumer loyalty achievements, The Gathering promises mindful entrepreneurs and marketers even more opportunities to connect with top-tier leaders of Cult Brands.

For 2017, the program will feature two days of keynotes from Jeanne Bliss (CustomerBliss), Guy Kawasaki (Canva, formerly Apple), and Jonathan Mildenhall (Airbnb), and breakthrough sessions from the likes of JoAnn Sciarrino (UNC Chapel Hill School of Media and Journalism) as well as this year's Cult Brand Honorees.

A total of eight Cult Brands will be in the spotlight at The Gathering 2017 – and for the first time, they will be joined by at least four more Emerging Cult Brands. After careful evaluation of more than 1,000 brand candidates from across the globe, event organizers are proud to announce Levi's, the New York Yankees, Canada Goose and Mountain Dew as their first four Cult Brand Honorees for 2017. Senior leaders from each of these organizations will be among The Gathering's presenters, and more honorees will be announced soon.

As another innovation for 2017, these keynotes and closed-door sessions will be followed by a series of expert-led workshops, set for Friday, Feb. 24. "Over the years, we've learned first-hand how Cult Brands listen and respond to their audiences," said Greg Damus, managing director of The Gathering. "Each year, our attendees get so much inspiration from hearing the secrets that help Cult Brands succeed. Our new Friday Workshops will allow them to more directly focus on distilling those lessons and applying them to their own situations."

For the second straight year, The Gathering will lead straight into The Gathering//Music (TGM), expanding the pioneering 2016 program which brought in a number of renowned musical artists to perform – and engage in two-way conversations – at smaller venues in Banff. TGM will pick-up Friday afternoon after the Workshops, and then carry on throughout Saturday.

While tickets for The Gathering are limited to approximately 900, up to 2,000 tickets will be released for TGM 2017. Complete information is available here: <http://cultgathering.com>. Working members of the media are also encouraged to apply for accreditation at <http://cultgathering.com/media>.

About The Gathering

Launched in 2013, The Gathering is an exclusive summit focused on honoring and celebrating the principles and practices masterfully employed by the world's most successful brands. Each year, The Gathering helps another group of mindful entrepreneurs and marketers connect meaningfully with top-tier Cult Brand thought leaders achieving remarkable success. Learn more about The Gathering and its one-of-a-kind festival The Gathering//Music at <http://cultgathering.com>.