



FOR IMMEDIATE RELEASE

Fiasco Gelato presents Doors Open YYC
Sept. 23, 2017, 10 am – 4 pm

CALGARY (July 5, 2017) – One of the city's most engaging free events and one of Calgary's most exciting business success stories are joining forces.

The Doors Open Calgary Association is proud to announce Fiasco Gelato as the title sponsor for Doors Open YYC, set to take place Sept. 23, 2017.

DOYYC, now in its sixth year, enables Calgarians to experience behind the scenes at Calgary's most intriguing and beloved places. Fiasco Gelato is one not only one of those places, but also one of Calgary's fastest growing businesses, manufacturing and selling hand crafted gelato across Canada.

"We love this city. Fiasco has been built on being an integral part of the Calgary community and we have proudly been a supporter and site for four years as part of Doors Open Calgary," says James Boettcher, CEO and Chief Idea Officer of Fiasco Gelato. "The best part about being in partnership with Doors Open Calgary is we can continue to share our community spirit and inspire others to open their doors to what makes Calgary the greatest city on earth".

The annual event will be *Fiasco Gelato presents Doors Open YYC*.

Alyssa Berry, President of Doors Open Calgary, says it's wonderful to have Fiasco as part of the annual event.

"We have come a long way in the first six years of this event. We are one of the only Doors Open events across the world not run by the local municipality and are driven by volunteers and supporters. Doors Open YYC's partnership with Fiasco Gelato is a huge step and will enable the event to grow and become even better years into the future"

Doors Open YYC and Fiasco Gelato have signed a four year title sponsor agreement. For more information regarding Doors Open Calgary and its new title sponsor partnership with Fiasco Gelato, please contact:

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