



EXPLORE EDMONTON COPY

50 WORDS SUMMER

Welcome to Edmonton. We camp with bison, party under the aurora, and surf on the prairies. From the continent's first, biggest and wildest Fringe Theatre Festival to a shopping mall that spans over 48 city blocks, Edmontonians have never been afraid to do things a little differently.

50 WORDS WINTER

Welcome to Edmonton. We camp with bison, party under the aurora, and surf on the prairies. From acre-sized castles made of ice to a shopping mall that spans over 48 city blocks, Edmontonians have never been afraid to do things a little differently.

275 WORDS

Edmonton is a vibrant urban centre in the heart of the wilderness, the largest northernmost metropolis, and the capital of Alberta, Canada. As one of Canada's youngest major cities, Edmonton shines as an arts and culture hub with festivals and events happening year-round. Experience what 18 hours of sunlight a day feels like in the summer, or how the first snowfall transforms the river valley in winter. No matter the season, Edmonton is made for exploring.

Make Edmonton your home base and soak up all the energy of the city. From the continent's first, biggest and wildest fringe theatre festival, to a folk music festival worth writing home about and everything in between, it's always easy to fill your schedule. Food lovers can take their taste buds on a journey through Edmonton to some of the hottest craft beer taprooms, local bistros and indie bakeries in Canada. With an endless supply of talented chefs, a hotbed of cultural diversity, and a city that embraces new ideas and experimentation, you can see why Edmonton's independent restaurants are thriving.

Don't forget West Edmonton Mall, North America's Mt. Everest of shopping, indoor entertainment and attractions. Grab your comfy shoes and hit the 800+ retailers and boutiques spanning the equivalent of 48 city blocks. If you're looking for local designer finds or something more unique, stroll along Whyte Avenue or 124 Street for the best independent boutiques in the city.

Then take it to the great outdoors—The North Saskatchewan river valley is the largest urban parkland in North America with over 160 km of trails to explore by foot, bike, canoe, ski, snowshoe and even Segway.





350 WORDS

Edmonton is a vibrant urban centre in the heart of the wilderness, the largest northernmost metropolis, and the capital of Alberta, Canada. As one of Canada's youngest major cities, Edmonton shines as an arts and culture hub with legendary [festivals and events](#) happening year-round.

Whether you're taking a tour through a living history museum like [Fort Edmonton Park](#) or checking out some of the biggest musical acts in the world or a hockey game at [Rogers Place](#), there's no shortage of things to do to fill your stay. Step into Western Canada's largest museum, the [Royal Alberta Museum](#), immerse yourself in contemporary exhibits at the [Art Gallery of Alberta](#) or take in the incredible live music at events like the [Edmonton Folk Music Festival](#).

If you ask any local, they'll tell you that the heartbeat of Edmonton is the glorious river valley. Stretching right through downtown, this expanse of urban parkland is the largest in North America with over 150 kilometres of trails just waiting to be explored. Hop on a segway tour with [River Valley Adventure Co](#), paddle your way along the river with [Haskin Canoe](#) or get above it all with [Edmonton Regional Helicopter Tours](#). Escape the city and take a day trip to [Elk Island National Park](#), the perfect place to hike, snowshoe, camp, canoe, stargaze, and of course see wildlife including free roaming bison.

You'll find everything from big-name retailers to local boutiques in Edmonton – not to mention North America's largest shopping and entertainment centre, [West Edmonton Mall](#). Feel the bohemian spirit of the [Old Strathcona and Whyte Avenue](#) area or go local and explore one of our many amazing [farmers markets](#). Feeling hungry after all that shopping? Go on a journey through some of the hottest craft beer taprooms with [Alberta Craft Tours](#) or join a walking food tour with [Alberta Food Tours](#). From creative cocktail bars like [Bar Clementine](#) and [Baijiu](#) to boundary pushing restaurants like [RGE RD](#), [Uccellino](#) and [Café Linnea](#), Edmonton's world-renowned culinary scene will leave you fueled-up and ready for adventure.

And that's just the beginning!

