

FOR IMMEDIATE RELEASE

Travel Drumheller Announces Exciting Collaboration with ROAM Creative and C. Schatz Film and Photography to Capture the Essence of the Drumheller Region and Badlands

Drumheller, Alberta – August 16, 2024 – Travel Drumheller is thrilled to announce a new creative collaboration with ROAM Creative and C. Schatz Film and Photography. These talented creators have been selected through a competitive Request for Proposal (RFP) process to help showcase the unique charm, vibrant culture, and stunning landscapes of the Drumheller Region and the Badlands through dynamic photography and videography.

This collaboration will span a full year, with ROAM Creative and C. Schatz Film and Photography working closely with Travel Drumheller to produce a wide range of visual content highlighting the region's attractions across all seasons. From the iconic Hoodoos and the rich history of the Drumheller Region's coal mining heritage to local events and hidden gems, these creators will bring the stories of the Drumheller Region and Badlands to life through their lenses.

"We are incredibly excited to partner with ROAM Creative and C. Schatz Film and Photography," said Keri Looijen, Marketing Manager at Travel Drumheller. **"Their innovative approach and passion for storytelling align perfectly with our vision to showcase the Drumheller Region and Badlands as a must-visit destination. We can't wait to see how they will capture the essence of our community and share it with the world."**

ROAM Creative and C. Schatz Film and Photography were chosen for their impressive portfolios, creative vision, and demonstrated ability to craft compelling narratives through both photography and videography. Their work will be featured across Travel Drumheller's website, social media platforms, marketing campaigns, and promotional materials, helping to attract visitors from near and far.

"The Drumheller Region and Badlands are places with a rich history and breathtaking landscapes, and we are honoured to be part of this project," said Jay McDonald of ROAM Creative. **"We're looking forward to diving into the stories and experiences that make this region so special. We can't wait to ROAM in the region."**

"This is an incredible opportunity to showcase the Drumheller region and badlands in all their seasonal beauty," added Cody Schatz of C. Schatz Film and Photography. **"We are thrilled to work with Travel Drumheller and their partners on showcasing the amazing businesses, experiences and landscapes that make this region an amazing place to work, live, and visit!"**

The partnership marks an exciting step forward in Travel Drumheller's ongoing efforts to promote the region as a year-round destination. With the combined expertise of ROAM Creative and C. Schatz Film and Photography, the unique attractions, events, and natural beauty of the Drumheller Region and Badlands will be showcased in a fresh and engaging way, attracting new audiences and strengthening its reputation as one of Alberta's premier travel destinations.

For more information about this collaboration or to see the latest updates from Travel Drumheller, visit www.traveldrumheller.com and follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), and [TikTok](#).

About Travel Drumheller

Travel Drumheller is the official destination marketing organization for the Drumheller Region and Badlands, dedicated to promoting the area as a premier travel destination. Known for its stunning landscapes, rich dinosaur history, and vibrant community, the Drumheller Region offers visitors a unique and unforgettable experience.

About ROAM Creative

ROAM Creative is a leading photography and videography studio known for its innovative storytelling and visually striking content. With a focus on capturing the spirit of adventure and the beauty of natural landscapes, ROAM Creative has worked with clients across the travel and tourism industry to create impactful visual campaigns.

About C. Schatz Film and Photography

C. Schatz Film and Photography is a renowned creative studio specializing in capturing authentic moments through photography and film. With a passion for storytelling and a keen eye for detail, C. Schatz Film and Photography brings a fresh perspective to every project, delivering compelling visuals that resonate with audiences.

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