



## For immediate release

I am thrilled to share some transformative news. Today, the Wim and Nancy Pauw Foundation announced we are donating \$30 million to establish a new tourism and hospitality centre at the Banff YWCA in partnership with the Southern Alberta Institute of Technology (SAIT). This donation—our largest ever—embodies our shared commitment to building a stronger, more vibrant community.

At the heart of this initiative is Wim's long-standing vision: to create a space where a passion for hospitality can evolve into a fulfilling and impactful, life-long career. Wim and Nancy created the Foundation with a singular purpose: to reinvest profits directly into the community—and this new learning centre is a shining example of that mission.

Located at the YWCA and supported by SAIT's world renown School of Hospitality and Tourism, the space will feature a state-of-the-art learning facility and provide student housing. Although the YWCA will close its 42-room social enterprise hotel, they will continue offering affordable transitional housing and emergency shelter services to those in need.

## Funding details

- To support the delivery of programming, SAIT will receive \$20M from the Foundation.
- Our \$10M funding commitment to the YWCA will help them renovate their 100-year-old building, creating a purpose-built facility that improves their ability to deliver vital community programs and services.

Today's news and celebration belongs to everyone at Banff Lodging Co. Along with providing our guests with the best experiences, through our company's Foundation we are making Banff a better place to live, build careers, raise families, and have fun.

We look forward to sharing further updates as the project unfolds. To learn more about the Foundation, check out our [new website](#).

Warm regards,

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## Information:

Banff Lodging Co. is closely connected to the Wim Pauw Foundation, which was established by its founder, Wim Pauw. The foundation focuses on community well-being, supporting education, health, and recreation initiatives in Banff. Together, they promote sustainability and social responsibility, enhancing the local community and strengthening Banff as a vibrant and caring destination.