

FOR IMMEDIATE RELEASE
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GOOD KNIGHTS ATB BOOSTR BAGG INN BURROWS CAMPAIGN RESULTS

Good Knights is a bed and breakfast located near Three Hills, Alberta that specializes in crafting next level medieval camping experiences. Thanks to an incredibly successful crowdfunding campaign, Good Knights is now closer to realizing their dream of building a Tolkien-inspired accommodation experience.

The ATB BoostR campaign for the Bagg Inn Burrows – a unique, underground destination venue taking inspiration from medieval history and Tolkien works like “The Lord of the Rings” and “The Hobbit” – closed Monday night to staggering results. Over \$17,000 was raised, well over the original goal of \$10,000 needed to help design and build the underground burrows for guests - complete with round doors and windows, wood paneling and a private garden. In addition to exceeding their crowdfunding goal, over 50 of bookings were pre-sold, raising the awareness and profile of Good Knights to unprecedented levels.

Good Knights Entertainment Ltd. president and owner Daniel Smith says that while he and partner Linda Smith were confident in the strength of their pitch, they were overwhelmed by the volume of support in their crowdfunding campaign, both from the local community and beyond.

“It really invigorates us when we get this kind of response,” Smith said. “We’re moving in a direction that people are going to support and like what we’re doing. We’re going ahead with the project, and this affirmation from the ATB campaign gives us validation and confirmation that something is desired in the market and we can make a go of it.”

The next step is to begin to fulfill the rewards for everyone who contributed towards the campaign, from sending out merchandise to making bookings. Good Knights continues to consult with architects and engineers to get the initial designs for the first burrow ready into the approval phase. They plan to have the first burrow ready for guests in the spring with all three Bagg Inn Burrows expected to be fully functional by the end of 2018.

“We’re really charged up, and we’re moving ahead on this full steam because we want to be able to provide this,” Smith said. “With the response that we’ve had, people should be booking early because I fully expect our first burrow to be fully booked by the time we open in mid-June.”

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