

The logo features the word "Alberta." in white on a blue background, with "Tell it like it is." in yellow below it. The background is a green banner with a yellow and orange border on the left side.

Alberta.  
Tell it  
like it is.

The logo features the word "Alberta" in a white script font, with a small square icon to its right. Below it, the tagline "Freedom To Create. Spirit To Achieve." is written in a smaller, white, sans-serif font.

Alberta  
Freedom To Create. Spirit To Achieve.

## **Tell It Like It Is Daily Facts – Week of September 27, 2010**

- Every \$1 invested in the oil sands creates \$9 worth of economic activity.
- One in 15 Alberta jobs is directly related to energy.
- About 10% of the oil sand workforce is Aboriginal.
- 23% of oil sands-related employment is outside Alberta.
- B.C. benefits from oil sands activities with 713,000 person years of employment.