
NEWS RELEASE

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Ministry of Tourism, Culture and the Arts

\$2.5 MILLION FOR EXPERIENCE THE FRASER PROJECT

FORT LANGLEY – The Province will provide Metro Vancouver and the Fraser Valley Regional District (FVRD) with \$1.25 million apiece to begin development of a system of inter-regional trails, river-based infrastructure and heritage features through the Lower Fraser River corridor, Maple Ridge-Mission MLA Randy Hawes announced today on behalf of Minister of Tourism, Culture and the Arts Bill Bennett.

“Experience the Fraser is a recreation and cultural tourism partnership that extends from Hope to the Strait of Georgia,” said Hawes. “This is an excellent opportunity for the communities along the Lower Fraser River to celebrate their shared heritage, enhance recreational opportunities and promote the region as one of the great river communities of the world.”

The Province, Metro Vancouver, FVRD and Trails BC will partner with communities and First Nations to establish trail routes and utilize the natural heritage and infrastructure to develop integrated land and water-based recreation and cultural heritage opportunities along the Lower Fraser River to facilitate tourism and active, healthy living.

“Metro Vancouver looks forward to working cooperatively with our neighbours in the Fraser Valley, the government of B.C. and others in this exciting project. Enhancing the regional parks, trails and greenways system provides even more opportunities for citizens to enjoy the outdoors and access the Fraser River, one of our province’s most enduring symbols and a thread that ties together many of our communities,” said Metro Vancouver Parks Committee chair Gayle Martin.

With the goal of showcasing the Lower Fraser River as a world-class recreation, heritage and cultural tourism destination, the project will focus on the following themes:

- outdoor recreation
- First Nations, heritage and culture
- environment and nature
- industry and transportation on the river
- riverfront communities
- celebration

“This project will provide for a wide range of new opportunities for the communities in our region, not only in outdoor recreation and tourism, but also in alternative transportation and economic development,” said Mission Mayor James Atebe. “I know the partners will work well together to create a truly great experience for our residents and visitors alike.”

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Experience the Fraser will also celebrate the Lower Fraser River wildlife, communities, people and their stories through cultural events, festivals, theatre and the arts.

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