



NEWS RELEASE

Canada's New Government helps *hike* interest in International Appalachian Trail

Corner Brook, Newfoundland and Labrador, July 4, 2007. Adventure tourists around the world will soon be able to find out more information more easily on the International Appalachian Trail Newfoundland and Labrador Inc. (IATNL), thanks to investments of almost \$210,000 from Canada's New Government and \$42,977 from the Government of Newfoundland and Labrador.

The International Appalachian Trail is an established attraction for national and international adventure tourists. As part of North America's largest trail system – the Eastern Continental Trail – IATNL is recognized as one of the most challenging hiking routes in the world.

“Canada's New Government works with its partners to support sustainable eco-tourism activities to increase community creativity and foster economic development,” said the Honorable Loyola Hearn, Minister of Fisheries and Oceans and Regional Minister for Newfoundland and Labrador, on behalf of the Honorable Peter MacKay, Minister of Foreign Affairs and Minister of the Atlantic Canada Opportunities Agency (ACOA), and the Honourable Monte Solberg, Minister of Human Resources and Social Development. “Through ACOA's investment of \$108,720, and Service Canada's investment of \$101,430, we are supporting the IATNL in its contribution to Newfoundland and Labrador's tourism industry.”

“Trails are a significant economic generator in bringing tourists to an area,” said the Honourable Trevor Taylor, Minister of Innovation, Trade and Rural Development. “One study notes that almost half the people visiting Newfoundland and Labrador cite trails as being their main reason for visiting our province.”

The IATNL is contributing close to \$50,000 in cash and in-kind support to the project. “To ensure IATNL can continue to increase the number of national and international adventure tourists to the province, we need the tools and resources to market and promote the trails,” says Dr. Greg Wood, Director of Communications, IATNL. “This investment will allow us to create and implement a new marketing strategy including print and web-based materials, to purchase GPS hardware and software, and to create a Geo-Caching program so we can attract that growing market segment.”

ACOA's investment is through its Innovative Communities Fund which focuses on investments that lead to long-term employment and economic capacity-building in rural communities. Service Canada's investment is through the Job Creation Partnership (JCP) component of the Canada-Newfoundland and Labrador Labour Market Development Agreement. The Government of Newfoundland and Labrador's investment is through the Department of Innovation, Trade and Rural Development's Regional/Sectoral Diversification Fund, which provides non-repayable contributions to economic development agencies for initiatives that address regional and sectoral development and diversification.

FOR BROADCAST USE:

The governments of Canada and Newfoundland and Labrador invested close to \$210,000 and close to \$43,000 respectively today in one of the West Coast's natural wonders. The International Appalachian Trail Newfoundland and Labrador Inc. will market its trail network to national and international adventure tourists and will capitalize on the growing Geo-Caching market. The announcement was made by Newfoundland and Labrador's representative in the federal government, Loyola Hearn; and the provincial minister of Innovation, Trade and Rural Development, Trevor Taylor.

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For more information contact:

Julie Afonso
A/Director, Communications
ACOA-APECA
709-772-2984

Lorne Lambert
Regional Manager, Communications
Service Canada
709-772-5346

Lynn Evans
Director, Communications
Innovation, Trade and Rural Development
709-729-7054

Dr. Greg Wood
Director of Communications, IATNL
709-643-7963 / 709-635-5800