



For Immediate Release
May 14, 2019

Cariboo Chilcotin Coast Tourism Association donates Gold Rush Trail historic artifacts

We welcome you to join us as an iconic piece of British Columbia's history is presented to communities, museums and founding partners along the Gold Rush Trail

Secwépemc Territory (Likely), BC

Please join us at the Cedar City Museum (5251 Cedar Pt Road, Likely BC) at 12:15 pm on May 24, 2019.

The Cariboo Chilcotin Coast Tourism Association and the Gold Rush Trail Management Committee are excited to hit the road and present the historic Gold Rush Trail signs to communities, museums and founding partners.

"We are pleased to have this opportunity to ensure Gold Rush Trail artifacts are preserved in our communities for future generations," states Amy Thacker, CEO of Cariboo Chilcotin Coast Tourism Association. "The Gold Rush Trail is our collective asset."

The Gold Rush Trail is the story of British Columbia, and gold is not the only treasure found on the trail. The rich history of civilizations, diverse cultures, languages and traditions that came before us also comes to life along the way. The Gold Rush Trail begins at the mouth of the Fraser River in New Westminster and winds its way north to Barkerville Historic Town & Park, following the traditional Indigenous peoples' trading routes utilized during the fur trade and expanded during the gold rushes of 1858-1862.

The original Gold Rush Trail highway signs were established by the provincial government in mid-1980s to promote the Gold Rush Trail. In 2015, the Gold Rush Trail Management Committee, in collaboration with communities and partners along the corridor, completed a brand refresh and became the first aligned brand with Destination British Columbia's, Super, Natural British Columbia[®] brand.

"As an aficionado of the Gold Rush Trail for 50 years, the old Gold Rush Trail signs were a significant marker along the journey and the fact that these sign will be preserved in local museums and heritage sites is a brilliant idea," shares Brent Rutherford, Gold Rush Trail Management Committee Member. "It is a transition from the old to new".

The legacy of the Gold Rush Trail still continues today, when travelling this historic trail, visitors have a chance to disconnect, get away from the crowds and truly connect with history, culture and nature. This trail is a story- a history- shaped by nature.

Cariboo Chilcotin Coast Tourism Association
204-350 Barnard Street
Williams Lake, BC V2G 4T9

We welcome you to join us to celebrate the partners that make the Gold Rush Trail such a special place in British Columbia.

Images Available Upon Request

About the Gold Rush Trail: The Gold Rush Trail brand and management falls under the larger umbrella of the Cariboo Chilcotin Coast Tourism Association (CCCTA), a not-for-profit organization, dedicated to supporting tourism and promoting our diverse region and distinct landscapes. The Gold Rush Trail Brand is managed by a committee representing Indigenous and non-Indigenous communities from New Westminster to Barkerville Historic Town & Park, who share a common vision in promoting tourism and visitation to this critical, largely undiscovered, corridor in BC. The Gold Rush Trail management committee brings together Regional Destination Management Organizations, Indigenous Tourism BC, Destination BC, cultural and heritage sites, elected officials, community associations, businesses and others.

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