



For Immediate Release
November 4th 2010
Williams Lake BC

Innovative Partnerships & Accessible Trails earn accolades at 2010 Cariboo Chilcotin Coast AGM

Economic Development officer Jerry Sucharyna of the District of Lillooet & Quesnel Community & Economic Development Corporation's April Cheng shared the spotlight twice in Quesnel during last weeks Cariboo Chilcotin Coast Tourism Associations (CCCTA) Annual General Meeting & Tourism awards dinner. The dynamic partnership between communities earned them the "Outside of the Box" award, as well as the President's Award for their "Gold Rush Living" partnership presented by outgoing CCCTA Board Chair, Wylie Bystedt.

The Cariboo Regional District also captured two "tips of the old Stetson" by winning the best "Tourism Marketing Initiative" for the "BC Street Experience", a multi faceted marketing campaign produced in partnership with the CCCTA during the 2010 Winter Olympic and Paralympic Games; as well as, a President's Award for multiple ongoing accomplishments with their "Accessible Trails Project", focused on positioning the region as a world leader in accessible outdoor recreation for persons of low mobility.

The theme of building partnerships and developing stronger relationships between our regions communities as well as with other tourism destinations within BC resonated throughout the two days of marketing strategy and information sharing sessions. Stakeholders and tourism industry representatives engaged with Martyn Brown, Deputy Minister & Susan Rybar, Assistant Deputy to the Minister of Tourism, Trade and Investment (MTT&I), Northern BC Tourism, Thompson Okanagan Tourism Association, Vancouver Coast & Mountains, Wilderness Tourism Association, Rocky Mountaineer, Hells Gate Air Tram, Quesnel and Williams Lake Chamber of Commerce representatives and CCCTA staff working towards the common goal of growing tourism throughout the entire region.

In a follow up thank you letter from the Deputy Minister of MTT&I; Martyn Brown thanked Amy and the CCCTA team for their warm reception and overview of current CCCTA programs. Mr Brown also expressed his excitement about working together to expand on tourism opportunities created by the momentum of the province hosting the Winter Olympics.

"I truly believe the Cariboo Chilcotin Coast Tourism Association is posed to achieve great things for the tourism industry in their region. The organization has a strong leadership in both Amy Thacker as the CEO and Pat Corbett as the Chair of the board. Both demonstrated at the Regional Annual General Meeting a strong knowledge of the tourism industry and what is required to work in partnership to ensure marketing and development activities benefit their stakeholders", reflected MTT&I ADM Susan Rybar.

MTT&I Manager of Regional Partnerships, Wendy Magnes was present as newly appointed Board Chair Pat Corbett commented "With our new relationship with government under the Ministry of Tourism, Trade & Investment, the CCCTA will continue to work diligently to expand our partnership & relationship over the coming term with the clear mandate of expanding gross tourism revenues and jobs for the region".

Special Thanks and Kudos:

Coralee Oakes of the Quesnel Chamber of Commerce & April Cheng representing the Host Community Quesnel for assisting with and co-hosting the event held at the Billy Barker Casino Show Room. A heartfelt Shout Out from the staff at the CCCTA to Lois Arlt and Susan Hubbard from NBCT for manning the registration desk. Extra special thanks to the following businesses who donated items for the CCCTA AGM Silent Auction which raised \$2042 for Bella Coola, Chilcotin Flood Relief Fund:

Elysia Resort, Gold Country, Chilcotin Holidays, Coast Mountain Lodge, Hell's Gate Air Tram, Quesnel Chamber of Commerce, Clinton Economic Development Society, Quesnel Community and Economic Development Corporation, Rocky Mountaineer and Northern Star Sled Dog Adventures.

Results of the 2010 CCCTA AGM Board of Directors elections and appointments:

Chair	Pat Corbett
Vice-Chair	Bill Van Es (Chilcotin Rep)
Secretary/Treasurer	Thorsten Daeubler (Cariboo Rep)
Director	Leonard Ellis (Coast Rep)
Director	Anton Forster
Director	Cheryl Chapman
Director	Fraser Koroluk
Director	Heidy Lenz
Director	Jason Griffin

"The recent Prosperity Mine announcement reconfirms the importance of strong partnerships for growth in tourism, trade and investment in our region. The Cariboo Chilcotin Coast Tourism Association team supports vibrant communities and will continue to work with all partners to ensure opportunities for positive growth." Amy Thacker.

Images available on request contact Geoff Moore

The Cariboo Chilcotin Coast Tourism Association is a Regional Destination Marketing Organization that works in conjunction with the Ministry of Tourism, Trade & Investment, stakeholders and tourism industry partners throughout BC as well as in the Cariboo, Chilcotin and Central Coast area to help foster the growth of the tourism industry in the region. For more information on the Cariboo Chilcotin Coast region visit www.landwithoutlimits.com

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