



PRESS RELEASE

TNRD Receives Funding for Blue River Trails Signage, Wayfinding, and Infrastructure

Kamloops, BC – May 4, 2023 – The Thompson-Nicola Regional District (TNRD) is pleased to announce that it has been awarded a grant worth \$140,184 from the Province of BC's Destination Development Fund, for improving usability of the Blue River Trails Network and increasing cultural awareness of the area.

The grant funding will go towards establishing a trail signage and wayfinding system and other infrastructure improvements for the trail network, located in Blue River, B.C. in Electoral Area "B" (Thompson Headwaters). This initiative was identified as a top priority in the Blue River Trails and Active Transportation Master Plan. The Destination Development Fund grant will cover approximately 97% of total project costs.

"There are so many incredible trails to explore in Blue River, and this project will make these trails easier to navigate for residents and tourists, and also help to mitigate human impacts on environmentally sensitive areas off trail," said Lee Onslow, Electoral Area "B" Director. "The Blue River Trails Network is located on unceded Simpcw territory, and an important part of this project will be adding signage to educate trail users on the deep roots of Indigenous language and culture."

"Our government is proud to support the tourism sector, the people who work in it, and its sustained recovery," said Lana Popham, Minister of Tourism, Arts, Culture and Sport. "By supporting the Blue River Trails Network, we are investing in tourism infrastructure to strengthen a year-round visitor economy, supporting reconciliation in action, and increasing community vibrancy for residents and visitors alike."

The project is planned to begin in May 2023 and continue during the year. Improvements are expected to include developing paper and digital trail maps, information kiosks at trailheads, junction posts at trail intersections, interpretive information panels showing natural and cultural significance, waymark routing, additional outhouses and garbage bins and roadside destination signage.

The Blue River Trail Network is a year-round trail system for walking, hiking, biking, snowshoeing, cross-country skiing and more, and the trail system includes trail heads both east and west of the Blue River townsite.

The TNRD provides Tourism Marketing as a service that is specific to Electoral Area "B." To learn more about the trail network and about tourism in the Blue River area, visit: blueriverbc.ca.



THOMPSON-NICOLA
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