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November 17, 2010

## NEWS RELEASE

### Alberta Trails Map Project Wins International Award

A partnership project that is mapping recreational trails in Alberta has won an international award from American Trails. The National Trails Award for Trails Advocacy was presented to Linda Strong-Watson, executive director of Alberta TrailNet Society and chair of the Provincial Trail Map Project, at the 20<sup>th</sup> American Trails National Symposium held in Chattanooga, Tennessee on November 16, 2010.

“It is very exciting and a true honour to have our Alberta Trail Map Project recognized with this international award from American Trails,” said Strong-Watson on behalf of the provincial trail map project partners. “Our project is a prime example of government and non-profit organizations working together to provide information the public wants and needs. The information collected will also assist in developing a provincial trail database that supports future land management activities and recreational access planning and design.”

Alberta TrailNet, the Government of Alberta, the Alberta Off-Highway Vehicle Association and the Alberta Snowmobile Association are the lead partners in this project, under which 14 to 16 Alberta regional trail maps will be produced.

Two maps have already been completed and released (Northeast Alberta and Northern Rockies), and five more are currently under development. These maps provide trail users with information on which trails support their chosen trail activity (hiking, cycling, equestrian, ski, snowmobile, ATV, etc.), and nearby recreational and tourism opportunities such as unique local features and sites of interest that will enhance their recreational experience. Regional contact information is also provided.

“This award recognizes the commitment the Alberta Government has made, along with our partners, to promote and encourage responsible recreation on Alberta’s trails,” said Cindy Ady, Minister of Tourism, Parks and Recreation. “We are very encouraged by the popularity of the maps already produced, and we hope these tools will continue to help even more Albertans and visitors explore the beauty of our province year round.”

Maps are available at no charge at tourism visitor information centres and parks offices, by calling Alberta TrailNet (1-877-987-2457) or Travel Alberta (1-800-ALBERTA) or online at [www.albertatrailnet.com](http://www.albertatrailnet.com).

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**Photo available on request**

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