



December 4, 2015

FOR IMMEDIATE RELEASE

Bragg Creek, AB – The Trans Canada Trail is another step closer to completion thanks to the Greater Bragg Creek Trails Association (GBCTA). Due to the association’s efforts the first section of the Bragg Creek Trans Canada Trail was built this fall and a fundraising campaign has been launched to finish the trail by 2017.

The Bragg Creek Trans Canada Trail Project is a 7.5 km trail that will fill an important gap in the Trans Canada Trail network. Once complete, the trail will connect the Hamlet of Bragg Creek with the West Bragg Creek trail head, providing year-round access to hikers, bikers, and trail lovers of all types to the Kananaskis trails as part of the Trans Canada Trail.

“This trail is important because it connects Calgary, Bragg Creek, Canmore and Banff; making our neighbouring communities part of the Trans Canada Trail legacy,” says GBCTA spokesman Robert Sadee.

“We’re thrilled to have finished the first section of the trail. **But to complete the final 5 km of trail, we’re asking trail supporters to help us reach our \$150,000 fundraising goal by June 1.** If we can get the funds by next June we have a good chance of completing the trail link next summer.”

“Building a national trail that will be a legacy for generations to come and serve as a natural stage for Canada 150 celebrations in 2017 requires the tireless dedication of many groups and individuals,” says Trans Canada Trail President & CEO Deborah Apps. “We are grateful to the GBCTA for their unwavering commitment in developing a world-class recreation destination, and contributing to this magnificent gift from Canadians, to Canadians.”

“From emerging sports like fat biking to tried and true sports like cross-country skiing, West Bragg Creek trails appeal to all skill levels and abilities year-round. These trails are a welcome addition to the already large and growing inventory of outdoor recreational

opportunities across the province that Albertans can be proud of,” says Cam Westhead, MLA for Banff-Cochrane.

The association has already raised more than \$600,000 in support of the project which is budgeted at \$1.2 million. Organizers are actively sourcing grants and corporate support but need the support of individuals, families, and organizations to reach their goal and ensure the trail is built in time for the 2017 goal to finish the Trans Canada Trail.

“This is a great opportunity for individuals to be part of a legacy project and to make the Bragg Creek Trans Canada Trail connection a reality,” says Sadee. “Trail lovers can donate in their own name, as a group, or to recognize a loved one. **Donations of \$250 or more will be permanently recognized along the trail.** A gift in someone’s name makes a great gift, for Christmas or for any other celebration.”

Bragg Creek Trans Canada Trail Project - The Key to Connectivity

All donations of **\$20** or more will receive a tax receipt and be listed on the website. **Donations of \$250 and above will be permanently recognized on signage along the trail.**

Donor Levels

| | | |
|------------|------------|---|
| Friend | \$250 + | |
| Bronze | \$500 + | |
| Silver | \$1,000 + | |
| Gold | \$5,000 + | |
| Platinum | \$10,000 + | |
| Benefactor | \$25,000 + | <i>Will be recognized as a Kilometer Champion</i> |
| Patron | \$50,000 + | <i>Will have a segment of trail named after the donor</i> |

Donations surpassing the Bragg Creek Trans Canada Trail \$150,000 project goal will be applied to future trail projects.

For more information and to donate visit tctbraggcreek.com or call 587-434-4583.

Mail Your Donation to:

Greater Bragg Creek Trails Association
GBCTA Box 1379 Bragg Creek, AB
T0L 0K0

*Please note on cheque donation is directed to the Bragg Creek TCT Project

About Trans Canada Trail

The Trans Canada Trail is one of the world's longest networks of trails, developed and promoted by a non-profit registered charity. When completed, the Trail will stretch nearly 24,000 km from the Atlantic to the Pacific to the Arctic oceans, linking Canadians in close to 1,000 communities.

Today, over 17,000 km of trail have been developed. Millions of Canadians and international visitors are using the trail to hike, cycle, ski, horseback ride, canoe and snowmobile. The Trans Canada Trail offers countless opportunities to explore Canada's diverse landscapes and rich history.

About the Greater Bragg Creek Trails Association

The Greater Bragg Creek Trails Association (GBCTA) is a volunteer group of Bragg Creek residents that are working hard to design, build, and maintain trails and pathways for the benefit of residents and visitors of Bragg Creek and West Bragg Creek Kananaskis. The association is leading the Bragg Creek Trans Canada Trail effort to build the 7.5 km of trail that will connect Bragg Creek to the West Bragg Creek Kananaskis trail head, an important link in the Trans Canada Trail. www.braggcreektrails.org

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