



A GOLDEN RAVEN EXPERIENCE

SUSIE FAIRBAIRN SOARS WITH THE GOLDEN RAVEN AND WINS \$7500

MEDIA RELEASE

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PG Railway & Forestry Museum

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Mackenzie & District Museum

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The Exploration Place Science Centre & Museum

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Prince George – A Prince George woman is flying high after her name was drawn as the grand prize winner in the Golden Raven Passport Contest.

The contest was sponsored by the Regional District of Fraser-Fort George and was part of a new marketing program that brands eight of the cultural facilities within the Regional District under the banner of “A Golden Raven Experience.”

As part of the contest, people were encouraged to visit each of the eight participating museums and galleries in the region. For each facility visited, they received a stamp in a special passport book. Each stamp was worth \$1500 towards the prize, up to a maximum of \$12,000.

“This is incredibly exciting,” exclaimed lucky winner Susie Fairbairn when learning her name was drawn. “It was fun to visit the various places and see what they have to offer,” said Fairbairn, who visited five of the eight attractions and won a total of \$7500.

The eight Golden Raven branded attractions are:

- Valemount & Area Museum & Archives, Valemount
- Exploration Place, Prince George
- Prince George Railway & Forestry Museum, Prince George
- Two Rivers Gallery, Prince George
- Valley Museum & Archives, McBride
- Whistle Stop Gallery, McBride
- Mackenzie & District Museum, Mackenzie

“This marketing program flows from our regional Cultural Plan and is aimed at helping our facilities by working together under a common brand (Golden Raven),” said Don Bassermann, Vice-Chair of the Regional District’s Cultural Services Advisory Committee. “This was the first year of a multi-year program that jointly promotes the heritage and cultural attractions within the Regional District,” Bassermann concluded.

The Golden Raven project is a multi-year regional marketing partnership. Funding for the program has been provided through the Community Tourism Foundation Program of Tourism BC, and contributions from the UBCM Tourism Program through both the City of Prince George and the Regional District. Tourism Prince George is coordinating the marketing program on behalf of the Regional District.

More information about the Golden Raven program can be found at www.goldenraven.ca