



# A GOLDEN RAVEN EXPERIENCE

## MEDIA RELEASE

For Immediate Release  
APRIL 30, 2008

## VISITORS WHO SOAR WITH THE GOLDEN RAVEN COULD WIN \$12,000 IN GOLD.

**PRINCE GEORGE** – The Regional District of Fraser-Fort George is planning to use a Golden Raven and a pot of gold to help the region’s cultural facilities soar to new heights this season. The Golden Raven branding program was officially launched today and includes a passport program that could see a lucky person walk away with \$12,000 worth of gold.

The passport program is just one of the marketing initiatives being undertaken to encourage visitors to all eight facilities that are Golden Raven accredited. The attractions include:

- Valemount and Area Museum and Archives, Valemount
- The Exploration Place Science Centre & Museum, Prince George
- Huble Homestead Historic Site, North of Prince George
- Prince George Forestry & Railway Museum, Prince George
- Two Rivers Gallery, Prince George
- Valley Museum & Archives, McBride
- Whistle Stop Gallery, McBride
- Mackenzie & District Museum, Mackenzie

### FOR MORE INFORMATION CONTACT

#### MAIN MEDIA CONTACT

Reneé McCloskey, 250-960-4453

#### ATTRACTION CONTACTS

##### Whistle Stop Gallery

Dannielle Alan, Manager 250-569-8891

##### Valley Museum & Archives

Nadine Shovar, Coordinator, 250-569-2503

##### Valemount Museum & Archives

Rashmi Narayan, Administrator, 250-566-4177

##### Two Rivers Gallery

Peter Thompson, Manager, 250-614-7800

##### PG Railway & Forestry Museum

Shelly Sivell, Guest Services Manager, 250-563-7351

##### Mackenzie & District Museum

Edith Hennig, Curator, 250-997-3021

##### Huble Homestead

Krystal Etter, Operations Manager, 250-564-7033

##### The Exploration Place Science Centre & Museum

Tracy Calogheros, Exec. Director, 250-562-1612

“This marketing program flows from our regional Cultural Plan and is aimed at helping our facilities by working together under a common brand (the Golden Raven),” says Stephanie Killam, chair of the Regional District’s Cultural Services Advisory Committee. “This is the first year of a multi-year program that will see us jointly promote the heritage and cultural attractions within the regional district.”

The Golden Raven project is a multi-year regional marketing partnership. The funding for implementation of the program this year is \$110,000 and 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 Regional District. Tourism Prince George is coordinating the marketing program this year on behalf of the Regional District.

“We are pleased about the partnerships that have been forged in creating this program, and we look forward to some discussion around the opportunities to expand the Golden Raven project and bring other area cultural facilities into the program in the years to come,” says Art Kaehn, chair of the Regional District of Fraser-Fort George.

More information about the Golden Raven project and specifically the passport program can be found by visiting [www.goldenraven.ca](http://www.goldenraven.ca)



REGIONAL DISTRICT  
of Fraser-Fort George

**TOURISM**  
PRINCE GEORGE