



Tourism Harrison Announces a New Brand

For Immediate Release

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(Harrison Hot Springs, BC) – Tourism Harrison is unveiling its new brand identity for the Harrison Hot Springs region on Friday, June 17th.

Following research and creative development, the new brand embodies the essence of Harrison Hot Springs, pivoting on relaxation and connecting with nature with ‘hike, bike, paddle’ excursions. The tagline, #justuptheroad, reminds audiences that Harrison Hot Springs is a close staycation, surrounded by mountain and lake.

Key stakeholders were invited to review Tourism Harrison’s brand health, image and positioning, which included assessing the motivations behind Harrison Hot Springs’ tourist market, and ensuring the brand represented the emotional values associated with the resort municipality.

“It’s rewarding to see the creative journey come to fruition,” says Robert Reyerse, Executive Director of Tourism Harrison. “The changes better reflect Harrison Hot Springs’ identity while also bringing our tag line ‘find nature...just up the road’ to life.” The new brand and logo will be officially launched on June 17th to coincide with the ‘ribbon-cutting’ ceremony at the Harrison Hot Springs esplanade starting at 10:00 am.”

The Village of Harrison Hot Springs has experienced a metamorphosis, during the last several years, with a wide variety of initiatives including a new esplanade, improvements at the Harrison Lake beaches, at Harrison Lake Plaza and at the ‘entrance Sasquatch’, which has become a memorable icon for tourists, the construction of a fish-friendly flood pump for the Miami River, new expanded beach playground and the development of the East Sector forest as a regional recreational site.

“The Resort Municipality Initiative (RMI) is an important program for the Village of Harrison Hot Springs. The Village has invested funds into several critical tourism infrastructure projects including the streetscape revitalization project on Esplanade Avenue and the new village gateway. These projects are made possible because of the Resort Municipality Initiative for small tourism-based resort communities like Harrison Hot Springs. I am pleased to learn that the Province has extended the program until 2017, allowing us to invest further in our tourism infrastructure,” says Mayor Leo Facio of the Village of Harrison Hot Springs.

Schedule

10:00 am	Miami River Dyke Flood Pump Upgrade
10:30 am	Esplanade Avenue Block 2 Revitalization
3:00 pm	East Sector Recreational Site

For more information, visit www.tourismharrison.com or receive updates on Facebook ([/TourismHarrison](https://www.facebook.com/TourismHarrison)), Twitter [@harrisontourism](https://twitter.com/harrisontourism) and Instagram [@TourismHarrison](https://www.instagram.com/TourismHarrison).

About Harrison Hot Springs

Located in the Fraser Valley, the Village of Harrison Hot Springs (HHS) is blessed with natural hot springs, a beautiful glacier-fed lake, mountain vistas and rejuvenating fresh air. HHS is a recreational mecca from biking and hiking to water adventures, health and wellness-focused and bustling with small town charm. #JustuptheRoad, HHS is only 1 hour from the US border, 1.5 hours from Vancouver and 20-40 minutes from the Fraser Valley.

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