



HARRISON RIVER VALLEY
TOURISM HARRISON

TOURISM HARRISON RIVER VALLEY ANNOUNCES NEW IDENTITY AND DESTINATION BRAND

...In the Wild

FOR IMMEDIATE RELEASE

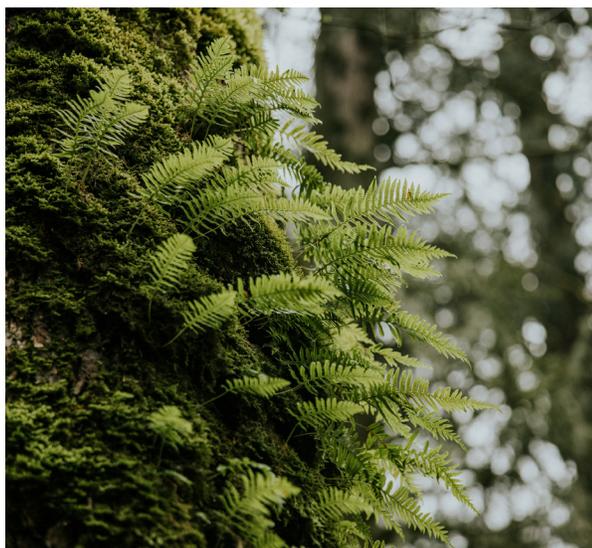
MAY 7, 2021

(Harrison River Valley, BC) After years of collective effort, the Harrison River Valley communities have united. Harrison Hot Springs, Agassiz, Harrison Mills, and the District of Kent share land with the traditional territories of the Sts' Ailes, Seabird Island, Sq'ewá:lxw, Cheam, Douglas, Leq'a:mel, Samahquam, Sq'ewlets, and Skatin First Nations.

The Harrison River Valley brand captures the spirit of endless conversations and highlights The Harrison River Valley's landscape, wildlife, history, folklore, authenticity, passion, and diversity. Its essence speaks to "breathing and healing together in the wild".

***We live in the wild. We breathe in the wild. We heal in the wild.
Come as you are. Let's be together in the wild.***

The wilds of the Harrison River Valley include lush vegetation ranging from the bounty of sword and licorice ferns and spongy mosses that line the forest floor, to Douglas Firs and Western Red Cedars that silently loom like giants of the



forest. Hundreds of plant species are rooted in the old-growth forest creating a sanctuary for insects, reptiles, amphibians, birds, and mammals. The waterways surge with life, including salmon, trout and, the modern-day dinosaur, the white sturgeon. The salmon attract tens of thousands of eagles, designating Harrison Mills as the world's bald eagle capital for the largest winter gathering. The Harrison River Valley deeply honours the symbiotic relationship between people and nature.

"Tourism Harrison has marketed the Harrison River Valley region since its inception. However, as the region has grown, and the tourism offerings have diversified, it was clear that a brand refresh was needed to be more inclusive and descriptive of our area. Tourism Harrison worked closely with stakeholders and received input from the District of Kent Council, Village of

#JUST^{UP}THE ROAD

Harrison Council, the Fraser Valley Regional District (FVRD), and a number of First Nations members. Our region is a shared experience that fosters emotional and spiritual connections,” says Robert Reyerse, Executive Director of Tourism Harrison River Valley.

“After a grassroots and passionate effort to create the Harrison Mills brand almost 10 years ago, officially joining the Harrison Hot Springs region was always our next step. We are excited to be a part of the Harrison River Valley and receive Tourism Harrison River Valley’s marketing support,” says Ted Swaine, General Manager of Sandpiper Resort in Harrison Mills.

“The Harrison River Valley tourism brand will strengthen all businesses in our region as we work together to showcase our communities. I am pleased to see this joining of our communities, under one tourism brand, making us strong and economically viable,” says Jo-Anne Leon, Executive Director of Kilby Historic Site.

A media and VIP brand launch event is planned for September of 2021, subject to covid-19 restrictions.

To learn more visit tourismharrison.com, explore the [themed itineraries](#), and follow Tourism Harrison River Valley on [Facebook](#), [Instagram](#), [Youtube](#), and [Twitter](#). Official branding hashtags are #Harrison RiverValley and #JustUpTheRoad. Logos and high-resolution images may be [downloaded here](#).

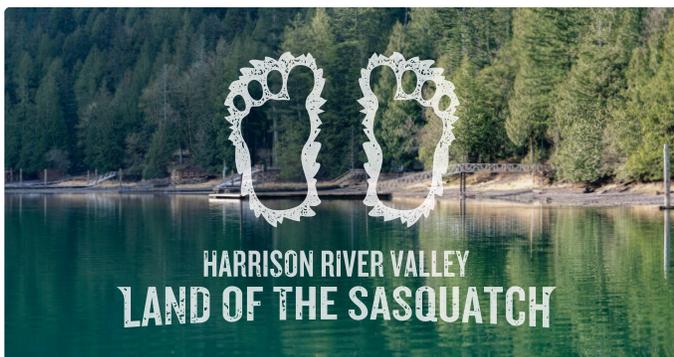
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Video Credit: Connect Media



ABOUT THE HARRISON RIVER VALLEY

Located in the Fraser Valley, the Harrison River Valley (HRV) is blessed with wildlife, natural hot springs, glacier-fed lakes and rivers, mountain vistas, and is bustling with small-town charm. The Harrison River Valley is located an hour from the Canada-US border and is 1.5 hours from downtown Vancouver.

#JUST UP THE ROAD