



TOURISM HARRISON SECURES CERIP DESTINATION DEVELOPMENT FUNDING GRANT

to Build a New Visitor Centre and Sasquatch Museum

FOR IMMEDIATE RELEASE

FEBRUARY 7, 2022

(Harrison River Valley, BC) **As announced by the Province**, Tourism Harrison has secured \$1M in funding to build a new Visitor Centre experience for its community and visitors. More than 50 new tourism projects are receiving financial support for new infrastructure projects as part of the second round of the 2021 Community Economic Recovery Infrastructure Program's (CERIP) Destination Development stream.

"Harrison Hot Springs is one of 14 designated resort municipalities in BC that has been hit hard by the challenges presented by covid-19 and extreme weather phenomena. We are quite grateful to receive the maximum funding available and to be positioned alongside 50 other innovative tourism projects," says Robert Reyerse, Executive Director of Tourism Harrison.

The Harrison River Valley has invited visitors to hike, bike, and paddle in the region for some time. The closely-connected community, diverse wildlife, forested region, calming waterways, and hot springs invite hundreds of thousands of people each year to '**breathe in the wild**'. However, the lack of indoor attractions has been challenging. The current small Visitor Centre and one-room Sasquatch Museum has been well received, which led to the grant application to build a bigger centre.



"The funding allows us to create an expanded and enhanced visitor and museum experience with plans to add a multi-media and sensory experience. Whereas, the Visitor Centre shares a variety of the Harrison River Valley's stories, the Sasquatch Museum is focused solely on this elusive being. We look forward to working with our Indigenous communities and have already begun conversations with the Sts'ailes," says Reyerse.

In its first round in February of last year, and in response to the pandemic and through **StrongerBC**, the Province announced fully-funded grants, awarding \$20 million for

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54 tourism projects. The second investment of \$21.3 million in 2022 provides a total of \$41.3 million for BC's tourism ecosystem, supporting over 100 new projects.

For further comments or interviews, please contact Robert Reyerse, Executive Director of Tourism Harrison, at robert@tourismharrison.com

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ABOUT THE HARRISON RIVER VALLEY

The Harrison River Valley communities — Harrison Hot Springs, Agassiz, Harrison Mills, and the District of Kent — have united. Tourism Harrison is now covering the Harrison River Valley. The region shares 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. Located in the Fraser Valley, the region is blessed with wildlife, natural hot springs, glacier-fed lakes and rivers, and mountain vistas, with a brand essence speaking to "breathing and healing together in the wild". The Harrison River Valley is located an hour from the Canada-US border and is 1.5 hours from downtown Vancouver.

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