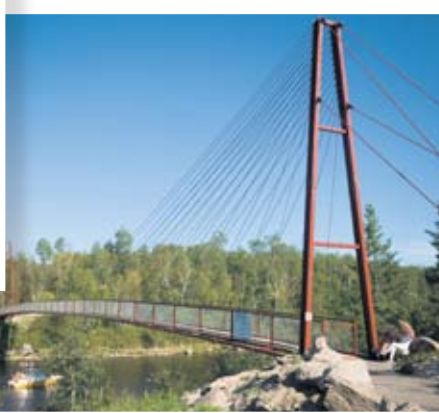
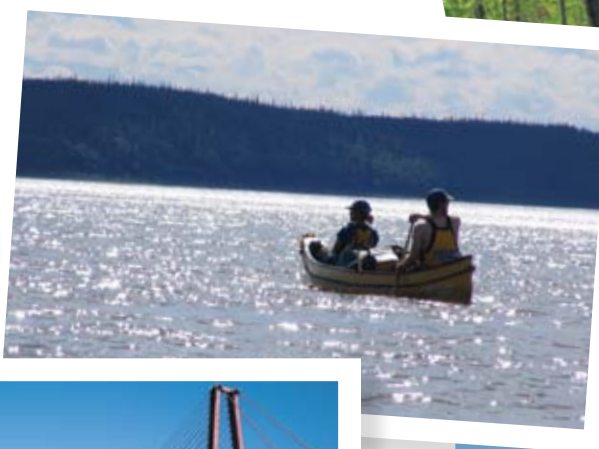


Special



Trans Canada Trail
Sentier Transcanadien

The Trans Canada Trail



Clockwise from top left: Glenbow Ranch Provincial Park in Alberta; paddling the Mackenzie River near Fort Good Hope NWT; Les Grandes-Fourches Trail in Quebec; the Moonlight Beach Trail, Sudbury, Ontario; the Border-to-Beaches trail in Manitoba; Rolling along the Trail in Fredericton, New Brunswick. GLENBOW RANCH PARK FOUNDATION; JAMIE BASTEDO; TCT; RAINBOW ROUTES ASSOCIATION; D. LIPNOWSKI, TRAILS MANITOBA, CAROL RANDALL

What does it take to build one of the world's longest and grandest trails? Your help.

It builds on a legacy of massive transportation achievements, such as the national railway, and horse-and-cart and canoeing routes. It celebrates Canada's natural splendour, rich heritage and inspires healthier lifestyles.

With just four years to go to its scheduled connection in 2017, the Trans Canada Trail (TCT) will ultimately stretch more than 23,000 kilometres. Already, this massive initiative is uniting Canadians from all walks of life and parts of this nation – from volunteers and private donors to major corporations – who are now pulling together to complete the Trail's final and most challenging sections.

Vancouver-based global mining giant Teck Resources Limited is among the major Canadian enterprises that back the TCT.

As a company with a 100-year history in Canada and operations stretching from Newfoundland to British Columbia, Teck recognizes the value of connecting Canadians, says president and CEO Don Lindsay. "We are honoured to be involved in a project that will link communities from coast to coast, enabling a new generation of Canadians to explore all that our country has to offer."

Teck's commitment to community starts with its employees, he adds. "They are incredibly generous with their time and resources.

As a company, we aim to reflect those values to help ensure the communities where we operate are not just great places to work, but also great places to live."

Teck celebrated Canada Day 2012 by donating \$1 million toward the completion of TCT sections linking the eastern British Columbia communities of Trail, Cranbrook, Kimberley, Fernie, Sparwood and Elkford.

These remaining sections illustrate some of the Trail connection challenges ahead. With Teck's donation, a comprehensive study has been initiated to identify the best ways to tackle them successfully.

"From Castlegar to Vancouver Island, we have established

about 1,200 kilometres of Trans Canada Trail route," says Al Skucas, Rockies-East Kootenay director of Trails BC. "We're not at the same state of completion in eastern B.C."

In a mountainous province such as B.C., the land in the valleys that is appropriate for Trail development is generally private property, Mr. Skucas explains.

Once potential routes have been identified, study findings will be presented to landowners, community groups, and provincial government as part of a dialogue exploring a range of issues. These include future mining and timber operations and sensitive environmental areas. Regional organizations will also be consulted on Trail development and agreements for the future maintenance of the Trail.

With 77 per cent of the TCT now connected in B.C., "the low-hanging fruit has already been picked. The remaining sections are significantly more challenging," says Mr. Skucas.

"This is a huge undertaking, but thanks to the thousands of volunteers and donors across the country, we're making good progress to have Canada connected by 2017," reports Trans Canada Trail president & CEO Deborah Apps. "This is one of the largest volunteer projects in Canadian history. Each time I visit a community group or provincial organization, it's motivating and emotional because everyone is

there to make their community and country better for their children and grandchildren."

Greater national awareness is an essential component of the work still ahead, says Ms. Apps. "I look forward to the time when all Canadians view the Trans Canada Trail in the same way the Appalachian Trail, the Camino Trail and the Pennine Way are viewed by the citizens of the U.S., Spain and England – as part of who they are, of their national identity."

While several thousand Canadians have contributed to the effort, the last and toughest kilometres will require the help of many more, she stresses. "We'd like Canadians to become champions of the Trail and future guardians of this grand resource."

Many Canadians have made substantial gifts in support of the Trans Canada Trail, which benefits all Canadians, says Ms. Apps. "It's important to thank them and cheer on the volunteers who are working to help us achieve our goal by 2017."

In his passionate support of the Trans Canada Trail, Mr. Lindsay is walking in the footsteps of his great uncle who also personally participated in helping connect Canadians and this country by participating in the historic Canadian Pacific Railway Last Spike Ceremony in 1885.

"I encourage everyone to learn more about the future of the Trail and consider how to get involved," adds Mr. Lindsay. "Every new kilometre represents more communities and families that will be linked together by this incredible part of our shared national heritage."

CONFEDERATION TRAIL

Prince Edward Island to celebrate Charlottetown Conference on the Trans Canada Trail

Just over 20 years ago, a group of like-minded and enthusiastic volunteers from across the country met in PEI to discuss their vision of a national trail. Now, the Island is gearing up to celebrate another historic meeting of national proportions – and fittingly it has plans to do so on the TCT.

2014 marks the 150th anniversary of the 1864 Charlottetown Conference, the meeting that led to the creation of Canada in 1867. Prince Edward Islanders will mark this milestone with a year-long province-wide celebration that will include several eco-tourism and active-living events.

"PEI 2014 Inc. is proud to be partnering with the Trans Canada Trail as together we celebrate our incredibly diverse country," says Penny Walsh-McGuire, PEI 2014 executive director. "We are proud that the Trans Canada Trail is nearly fully connected in our province and look forward in 2014 to honouring both the work of Trail volunteers and the legacy created by the Fathers of Confederation. We hope that people across the country will join us in PEI to celebrate the birth of our great country."

As part of the Island's 2014 celebrations, Island Trails will deliver a series of weekend bike

rides and woodland hikes on the Confederation Trail. In addition, the PEI Wildlife Federation's Souris branch will offer a guided eco-tour in New Harmony, and the PEI Snowmobile Association is organizing a tip-to-tip ride on the Trail.

"The PEI 2014 celebrations are the run up to the Canada 150 celebrations that will take place across the country in 2017," says Deborah Apps, Trans Canada Trail president & CEO. "We are delighted to collaborate with PEI 2014 Inc. as we work towards our goal of connecting the Trans Canada Trail in 2017."

ONLINE

To support the Trans Canada Trail and learn more about projects across the country, visit tctrail.ca.

This report was produced by RandallAnthony Communications Inc. (www.randallanthony.com) in conjunction with the advertising department of The Globe and Mail. Andrea D'Andrade Sales Manager, Special Reports and New Product Development, adandrade@globeandmail.com.

This summer, blaze double the Trail

Every donation you make helps us to build or connect new Trail across the country. But this summer, you can help us go twice as far.

Thanks to a generous contribution from the Richardson Foundation, every donation of up to \$1000 made to the **Trans Canada Trail** by August 1, 2013 will be matched — bringing us that much closer to connecting Canadians from coast to coast to coast by 2017!

Double your Trail-blazing power at
www.tctrail.ca/donatenow





"A great place to discover what it means to be Canadian is on the Trans Canada Trail. See you there!"

Paul Brandt, Country Music Artist

SUCCESS

Foundation efforts gaining momentum, one supporter at a time

Pierre Camu remembers the day the Trans Canada Trail was born. In fact, in 1992, it was he and his colleague Bill Pratt who together dreamed up the concept of a multi-use pan-Canadian trail and secured the federal seed funding that got the project started.

On May 24, 2013, Dr. Camu saw the Trail take one of its most significant steps forward.

Stately and soft spoken, the retired engineering executive stood among dignitaries, TCT board members and other supporters to celebrate the opening of a new section of Honorary Trans Canada Trail at Rideau Hall and 24 Sussex in Ottawa.

The event, which included remarks by the Governor General and TCT honorary patron David Johnston and TCT honorary campaign chair Mrs. Laureen Harper, illustrates the Trail's growing stature and the forces determined to see its completion.

"I think it has evolved very well. I am really impressed. I knew this project could be done, but it was very difficult in the beginning," says Dr. Camu.

While progress has been steady, Trans Canada Trail Foundation co-chair Valerie Pringle says, "The fact is there is still a lot of work to do. The time to build Trail is now."

Ms. Pringle's co-chair, Hartley Richardson, emphasizes, "There is no dress rehearsal. This is a race to the finish line. We need more runners to carry us forward."

Mr. Richardson is referring to the philanthropic heft needed from all levels – corporate donors, government and grassroots



TCT Honorary Patrons, Their Excellencies the Right Honourable David Johnston, Governor General of Canada and Mrs. Sharon Johnston, and TCT honorary campaign chair, Mrs. Laureen Harper opened an honorary section of Trans Canada Trail at Rideau Hall and 24 Sussex on May 24, 2013. Also pictured are TCT chair Paul LaBarge (left), TCT Foundation co-chairs Valerie Pringle (second from left) and Hartley Richardson (in back, third from right), and TCT president & CEO Deborah Apps (right). CPL VINCENT CARBONNEAU, RIDEAU HALL, OSGG

"Ultimately this will be a massive campaign to reach all Canadians. It's their Trail; it's a gift from all Canadians to Canada."

Valerie Pringle
is the Trans Canada Trail
Foundation co-chair

supporters alike – to meet the goal of connecting the entire Trail by 2017, Canada's 150th birthday.

A key pillar in the Foundation's current efforts is Chapter 150, an initiative launched in 2011 to attract minimum \$500,000 donations from visionary Canadians. Among the philanthropists to recently invest in the project is Peter Gilgan, founder and CEO of Mattamy Homes in Ontario. He joins others from across the country including mining invest-

tor Ross Beaty, restaurateur David Aisenstat and some of Canada's largest corporations including Teck Resources and Brookfield Asset Management, headed respectively by president and CEO Don Lindsay, and group chairman Jack Cockwell.

"We are gaining momentum as more people understand the opportunities and come on board as champions, investors and supporters," says Mr. Richardson, a founding Chapter 150 member. "We are seeing corporations, individuals and foundations come to realize that this is about giving a legacy gift to all Canadians – including their friends, family and personnel."

While such high-level support is critical, Mr. Richardson notes that the Foundation's 'Every Canadian' initiative, an outreach effort encouraging grassroots support, is equally important. "We would like to see every Canadian show his or her support in some way."

Various Canadian Champions, leaders in their fields, are also pitching in. Among the high-profile personalities, lending their profile and support, are Trail supporters Norman Jewison, Margaret Atwood and Graeme Gibson,

ABOUT

The Trans Canada Trail Foundation

Incorporated as a non-profit corporation in October 2010, the Trans Canada Trail Foundation (TCTF) is responsible for raising funds to support the advancement of the Trans Canada Trail. Among its activities, the TCTF has undertaken an ambitious national campaign to raise \$150 million, which is needed to connect the Trail by 2017.

- **Valerie Pringle**, Co-Chair, Ontario
- **Hartley Richardson**, Co-Chair, Manitoba
- **David Aisenstat**, Director, British Columbia
- **David Cottingham**, Director, Ontario
- **Anthony Graham**, Director, Ontario
- **David Hoffman**, Director, Nova Scotia
- **Pierre Lasonde**, Director, Ontario
- **Bruce Simpson**, Director, Ontario
- **Ken Killin**, Treasurer, Ontario
- **Paul LaBarge**, Chair, TCT ex officio

Stuart McLean, Gary Doer, Rick Hansen, as well as Craig and Marc Kielburger.

The Foundation is focusing on raising funds to support the remaining sections of Trail.

"We need to put our shoulders to the wheel in areas that aren't as far along. We are talking to the premiers and business leaders in these regions, hosting meetings and events to help draw out leadership and support in a very targeted way," says Mr. Richardson.

At all levels, Ms. Pringle says, "We are thrilled that we continue to gather supporters – people who are as enthusiastic as we are about it. I am stunned at people's generosity and commitment. Ultimately this will be a massive campaign to reach all Canadians. It's their Trail; it's a gift from all Canadians to Canada."

RICHARDSON FOUNDATION

Matching program aims to inspire greater giving

Trans Canada Trail Foundation co-chair Hartley Richardson has an inspiring offer for all Canadians: give to the TCT now and you have the chance to double your charitable impact.

Mr. Richardson makes the generous offer on behalf of the Richardson Foundation, the philanthropic arm of his family's business – James Richardson & Sons, Limited – one of Canada's oldest and most respected family enterprises.

Until August 1, 2013, the Richardson Foundation will match every dollar donated to the TCT up to \$200,000.

"Our goal is to inspire Canadians everywhere to get behind this national dream," says Mr. Richardson.

As the first TCT Chapter 150 member, the Richardson Foundation pledged \$1 million towards connecting the Trail by 2017. Half of the Foundation's gift will be allocated over five years as matching funds to encourage all Canadians to support their national Trail, says Mr. Richardson. "Hopefully, this inspires some immediate giving."

CHAPTER 150

Philanthropic-minded individuals and companies stepping up in big ways

Trans Canada Trail has given a special name to a circle of influential and visionary leaders who will help connect the Trail and all Canadians: Chapter 150. Each member has committed \$500,000 or more in order to realize the Trail's connection by 2017, the 150th anniversary of Canada's Confederation.

David Aisenstat

President & CEO, The Keg Steakhouse and Bar
I'm a hugely proud Canadian. I love this country. I've always thought that our wide-ranging landscapes are among the differentiators that make our country so unique – from the beautiful Atlantic coast and Ontario's lakes to the expansive prairies, the Rocky Mountains and beyond.

To think of a Trans Canada Trail extending from coast to coast that will be completed in time to celebrate Canada's 150th birthday in 2017 – a Trail that will literally connect us and allow everyone to participate – sends a fabulous message of unity across our country.

Most, if not all of the people who have the wherewithal to be Chapter 150 supporters care as deeply as I do – as we all do – about Canada's inclusive nature. What a unique way to say 'Happy Birthday, Canada. Good for you. Good for all of us.' There are a lot of great causes to

support in this country, but this one is as meaningful and lasting as they get.

Ross Beaty

Chairman, Pan American Silver
I became a Chapter 150 member because I support the creation and completion of the TCT.

It's good on multiple levels: it promotes fitness and carbon-free travel, it encourages people to get outside and enjoy the beauty of nature, and it is a great Canadian symbol uniting the country from side to side and top to bottom. My family and I have spent days cycling



the Kettle Valley Railway portion in B.C., and we enjoyed sections of the Trail made possible by generous contributions from other Canadians. So it was a very quick 'yes' for me when I was asked to support this campaign.

Jack Cockwell

Group Chairman and Director, Brookfield Asset Management Inc.
The Trans Canada Trail is an amazing national project undertaken by thousands of volunteers for all Canadians and visitors to experience its vastness and natural beauty.

The Trail not only reminds Canadians of the importance of maintaining a healthy lifestyle, but also symbolically binds us together in a unique way, stretching across the country from coast to coast.

Whether passing through pristine wilderness areas, over mountains, around lakes and through old growth forests, you cannot help but emerge from a hike along any section of the Trail without feeling



refreshed, healthier and a more thoughtful person.

Everyone at Brookfield congratulates those who had the foresight to conceive and organize the building of the first 17,000 kilometres of the Trans Canada Trail, many of whom remain actively involved with the Chapter 150 Campaign to expedite its completion by Canada's 150th anniversary in 2017.

We feel truly privileged to have the opportunity to make a contribution in support of this commendable national project, and look forward, with the rest of Canada, to its completion.

Russ Girling

President & CEO, TransCanada Corporation
Our mission at TransCanada isn't just to provide Canadians with energy to light and heat their homes, it's also to help build and sustain communities across the country. Whether it's providing financial support, sharing resources or volunteering, we are proud to play an active role and to give something back.

Our support of the Trans Canada Trail is a natural fit. The Trail will be within 30 minutes of 80 per cent of the Canadian

population, energizing countless communities across Canada. Our support for the Trans Canada Trail allows our organization to participate in an initiative that promotes environmental education and stewardship by providing opportunities for Canadians to learn about our country's environment, history and culture.

I am proud to be a part of the Trans Canada Trail campaign cabinet and am thrilled that our company is contributing to this important national project, which connects communities across the country in an inspired and meaningful way.

Pierre Lasonde

Chairman, Franco-Nevada
I owe my wealth to Mother Nature. And I have been fortunate to work with geologists who are among the most environmental-



ly conscious people you could ever meet, and to see so much of this magnificent country firsthand. I've relished the journey, crisscrossing Canada by plane, train, automobile, canoe, bike and on foot – from Cambridge Bay to Labrador, over mountains and across the prairies and through national parks, including Banff, the oldest of them all; some of the most spectacular,

like Fundy; and the Cape Breton Highlands, a national treasure. These are the parts I really want to share with others.

The Trail is an invaluable gift to all Canadians and will also help people from all over the world get to know Canada and its people. To those who have the means to contribute, I say, what better way to pay tribute to Canada, this beautiful country.

Claude Mongeau

President and CEO, Canadian National Railway Company
CN, with a rail network spanning Canada from the Atlantic to the Pacific coast, shares much in common with the Trans Canada Trail in that both knit together



communities across the nation. We support the Trans Canada Trail's Chapter 150 Campaign because it will complete the more than 23,000-kilometre Trail in time for Canada's 150th birthday celebration in 2017, giving Canadians a more extensive means of exploring Canadian history, enjoying the diversity of the nation's land and communities, and contributing to sustainable, economic growth. In this, the TCT campaign is fully aligned with CN's core objectives. CN is a backbone of the economy, moving goods safely and sustainably and helping to foster prosperity, and we are committed to making the communities we serve better, more connected places to live and work."

“The Trans Canada Trail gives Canadians a sense of belonging and pride in their communities. It is one of those initiatives that also weaves our communities together across this great country.” Brock Carlton, CEO, Federation of Canadian Municipalities



OPINION

Inspiration unlimited



By Deborah Apps, President & CEO, Trans Canada Trail

It seems as if almost every week now, I come across another study reporting on the benefits of outdoor activity and nature on well-being. Beyond the benefits of exercise, it is becoming increasingly recognized that time spent outside provides significant benefits, including improved ability to concentrate, reduced stress and even better cognitive function. These are welcome (but not surprising!) findings for us as we continue our efforts to create one of the longest and grandest recreational trails in the world.

Since 1992, we've built nearly 17,000 kilometres of urban, rural and wilderness Trail, giving Canadians free and accessible ways to get outside and enjoy the majestic beauty that surrounds us. Our bold goal is to fully connect the Trans Canada Trail by 2017, the 150th anniversary of Confederation, and so for the next four years, we are focused on building or connecting the remaining 6,650 kilometres of Trail.

We know it won't be easy. Each kilometre that is added to the Trans Canada Trail demands the efforts of myriad unsung but determined Trailblazers.

First and foremost, our volunteer Trail building groups across the country lead the charge by co-ordinating and managing the Trail projects in their areas. No one will ever know the number of unpaid hours they have dedicated to developing free, accessible Trail that the members

of their communities can enjoy now and in future generations.

Our government funding has helped enormously, and we are tremendously thankful for the support we have received from all levels of government. Just recently, we concluded a two-year funding agreement with the federal government, which allowed us to make significant progress.

Of course, we are also extremely thankful to our donors. Since its earliest days, Canadians have shown their love for the Trail by making personal donations. It is truly heartwarming to look back over the past 21 years and reflect on the value that Canadians have placed on our national Trail-building dream.

In fact, in personal interviews we've conducted with potential donors, their interest in supporting the Trans Canada Trail was focused predominantly on their love for our country and their

view of the Trail as a symbol of our connectedness to each other and our unity as a nation.

It's a message that resonates with us. Our volunteers, staff and board members are not only Trail enthusiasts, but also fervent Canadians. Indeed, our love of the land and our love for our country are inextricably linked.

In my travels as a Trail volunteer and now as president & CEO of the Trans Canada Trail, I have found that Canadians share the same values. Regardless of which part of the country we live in, or our cultural heritage, we share a common desire to connect with each other and to become stronger as a nation.

That's why I am honoured to be working on our bold project. I believe that Trail building requires the same level of collaboration and strength of character that our earliest settlers demonstrated as they built our country.

As we move towards our 2017 goal, my hope is that even more Trailblazers and donors will join us on our journey. There is much to be accomplished in the next four years, and we need the help of our fellow Canadians to be successful.

We expect many twists and turns along the way as we tackle many challenges, including those posed by Mother Nature, but once the Trail is fully connected, we look forward to 2017 when we will be able to stand on the Trail and celebrate our wonderful country together.

We also know that the Trail – though connected – will never really be complete. Trails always need attentive stewardship, and so, by creating a national Trail, we are leaving both a physical and spiritual legacy of Trail building that will contribute to the health and well-being of Canadians for generations to come, a legacy that will inspire and awe both Canadians and the world, and of which we can all be rightfully proud.

PATRONS



Honorary Patrons

Their Excellencies the Right Honourable David Johnston
C.C., C.M.M., C.O.M., C.D.
Governor General of Canada and
Mrs. Sharon Johnston, C.C.

Trail Patrons

- Jean Béliveau, C.C., O.Q.
- Hon. J. Judd Buchanan, P.C., O.C.
- Hon. Jean Charest, P.C.
- Mel Cooper, C.M., O.B.C.
- Purdy Crawford, C.C., Q.C.
- Phillip Crawley
- Hon. William G. Davis, P.C., C.C., Q.C.
- Hon. Gary Doer
- James K. Gray, O.C.
- James K. Irving, O.C.
- Barbara Ivey, C.M.
- Murray B. Koffler, O.C.
- Hon. Frank McKenna, P.C., O.C.
- Peggy Mc Kercher, C.M.
- Michael Phelps, O.C.
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- John A. Rhind
- Beekie Scott
- Allan C. Shaw, C.M.
- Jonathan Wener, C.M.
- W. Galen Weston, O.C.
- Victor L. Young, O.C.

Q&A WITH MRS. LAUREEN HARPER

Honorary campaign chair puts foot forward for TCT

What does the Trail mean to you as a national symbol?

Canada is such a vast and beautiful country with very unique natural wonders. The Trail ties Canadian urban and rural landscapes together, like a ribbon, from coast to coast to coast. Currently travelling through nearly 17,000 kilometres of Canadian landscape and 1,000 communities, the Trail is a national treasure for all Canadians.

How does the Trail inspire you and your family?

Hiking and walking are a big part of our lives. We love being surrounded by the sights and sounds of nature and embracing all that it has to offer. You can smell it, feel it beneath your feet and if you show up in berry season, you can taste it; like when we were hiking in Newfoundland and snacked on fresh bakeapples straight from the bush. In the Rockies, you can pick raspberries that taste better



Trans Canada Trail's honorary Chapter 150 campaign chair Mrs. Laureen Harper hopes the TCT will encourage all Canadians to get outdoors and enjoy the sights and sounds of nature. SUPPLIED

than anything you can buy. And in good years, the saskatoon berries hang like grapes ready to be plucked and made into a pie.

Why is the Trail important for future generations?

These days, children and teens are so busy with technology and are

not as keen to explore. The Trail gives them an easy way to get out there and discover our landscape and heritage in a healthy way. Trail building also fosters important societal values, like volunteerism, collaboration and respect for our environment.

How does the Trail benefit Canadians?

Physically, our lives are easier than they have ever been, but sitting in a cubicle all day or not exercising enough is hard on your body. Hiking or walking brings about a fatigue that feels good when you fall into bed.

Our family has enjoyed many happy moments outdoors being surrounded by the sights and sounds of nature. We feel fortunate to have been able to experience Canada's many natural wonders and unique attractions, and hope Canadians will get out on the Trail and enjoy our country as much as we do.

EVENTS



Top row, left to right: Trail volunteer Dave Turner, Man In Motion Rick Hansen, Mrs. Laureen Harper and North Vancouver Mayor Darrell Mussatto at a TCT event in Vancouver in January; The Maskinongé-Ouest Trail opening in Quebec, October 2012; Valerie Pringle, Alberta Premier Alison Redford, Mrs. Laureen Harper and Hartley Richardson at a TCT event in Calgary in October of 2012. ALL TCT Bottom row, left to right: The opening for a Peterborough County Trail in October 2012; The opening of the honorary section of TCT at 24 Sussex on May 24, 2013. In the back row, Valerie Pringle (TCT Foundation co-chair), Mrs. Laureen Harper (honorary chair of the TCT Chapter 150 Campaign), His Excellency Governor General David Johnston (TCT honorary patron), Hartley Richardson (TCT Foundation co-chair), Her Excellency Sharon Johnston (TCT honorary patron), Deborah Apps (TCT president & CEO), and Paul LaBarge (TCT chair). TCT; BLAIR GABLE, TCT

All great stories
need devoted storytellers

The Trans Canada Trail and our many volunteers thank our partner, The Globe and Mail, for helping to tell ours.

Help us write a happy ending: www.tctrail.ca/donatenow



THE GLOBE AND MAIL • Canada





"I am pleased that segments of the Trail are accessible to people with disabilities, reflecting our emphasis on creating an inclusive society, and permanently connecting Canadians now and for generations to come." **Rick Hansen, Rick Hansen Foundation**

INSIGHT

Founding member reflects on initiative's profound connections

From windblown paths with ocean views to routes that follow abandoned railway beds, the passageways that form the Trans Canada Trail are as intriguing and diverse as the country itself.

"Everywhere you go on the Trail, you see these enormous differences from one place to the next," says Paul LaBarge, chair and founding member of the Trans Canada Trail. "But you also see this amazingly beautiful country that has so much in it, a country that is the envy of the whole world."

Stretching across nearly 17,000 kilometres of land and water, the Trans Canada Trail – which will be more than 23,000 kilometres long when it's completed in 2017 – runs through the country like a vital vein, coursing through every province and territory from the Atlantic to the Pacific and north to the Arctic Ocean. The Trail changes from one section to the next, from paved urban promenades that wind through



"These Trails tell the story of Canada."

Paul LaBarge
is chair and founding member of the Trans Canada Trail

residential neighbourhoods to rail trails and pathways that cut through forests, rivers and lakes.

"The great thing about the Trail is that it offers something for everyone, whether you're a cyclist, runner, hiker, skier or someone who just wants to have a picnic in a beautiful setting," says Mr. LaBarge. "What's even more amazing is that it costs nothing to use the Trail – it belongs to all of us."

To ride, hike, ski or canoe the Trail is to become immersed not only in Canada's rich topography, but also in its historical narrative, says Mr. LaBarge. An expedition on Whitehorse Copper Trail in Yukon, for instance, provides a glimpse into the area's copper mining past. On the 600-kilometre Kettle Valley Rail Trail in Penticton, B.C., visitors journey over terrain where bandits once galloped on their way to rob the steam trains that puffed through the region.

"These Trails tell the story of Canada," says Mr. LaBarge,

co-founder and partner at LaBarge Weinstein, a business law firm in Ottawa. "Every part is embedded with memories of events that have shaped this country."

By using the Trail, Canadians can continue to build – and become part of – its history, says Mr. LaBarge. Like the footprints they leave behind, their experiences will become part of the lore of the Trans Canada Trail. Advanced mapping and social media technology have made it easy to chronicle and share these experiences.

With Canada's 150th anniversary just a few years away, Mr. LaBarge urges all Canadians to celebrate this special milestone right on the Trail.

"The Trail has the unique capacity, better than any concert or party, to literally and truly unite all Canadians – to connect us all from every part of the country," he says. "Be on the Trail, along with your family and friends, on July 1, 2017."

BOARD OF DIRECTORS

The Trans Canada Trail is a non-profit registered charity. Its mission is to promote and assist in the development and use of the Trail in every province and territory. The TCT also provides funding to local trail builders to support the development of the Trail.

- **Paul LaBarge**, Chair, Ontario
- **Tara Atleo**, Director, British Columbia
- **Jim Bishop**, Director, British Columbia
- **Mylène Forget**, Director, Quebec
- **Eric Gionet**, Director, New Brunswick
- **Betty Anne Graves**, Director, Alberta
- **Ron Hicks**, Director, British Columbia
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- **Lori Leach**, Director, Saskatchewan
- **Alan MacDonald**, Director, Ontario
- **Ruth Marr**, Director, Manitoba
- **Rick Morgan**, Director, Ontario
- **Claire Morris**, Director, Ontario
- **Andrew Parsons**, Director and Treasurer, Quebec
- **Mia Pearson**, Director, Ontario
- **Serge Rancourt**, Director, Ontario
- **Cameron Clark**, Secretary, Ontario
- **Valerie Pringle**, Co-Chair, TCTF, ex officio



Parks Canada CEO Alan Lafourelle, TCT president & CEO Deborah Apps, former federal Environment Minister Jim Prentice, TCT Foundation co-chair Valerie Pringle and Olympian Simon Whitfield announced TCT's two-year agreement with Parks Canada in Vancouver in October 2010. TCT

FUNDING

Government support essential to Trail building

One of the largest volunteer efforts in Canadian history, the Trans Canada Trail can attribute much of its success to the support of its government partners.

Most recently, a two-year

Parks Canada agreement, which provided the TCT with \$10 million in funding, came to a close on March 31, 2013. This federal government funding helped the TCT deliver support to local volunteer groups tasked with

the challenging and expensive task of Trail building. It also supported the development of promotional and fundraising activities that raised awareness of the Trans Canada Trail and its goal of connecting Canadians

from coast to coast to coast by 2017.

Many Trail groups also receive support from their provincial and municipal governments. This funding, along with funds raised from donations, all contribute to covering the high costs of Trail development, which include fees for trail permits, signage, planning, construction and promotion.

"Government support has always been essential to the development and promotion of the Trans Canada Trail," says Deborah Apps, president & CEO Trans Canada Trail. "From the first seed funding we received from the Canada 125 Celebrations in 1992, when the Trail was begun, to where we are today, just over 20 years later at 72 per cent connection – we are grateful that all levels of government recognize the important role they play in helping us reach our 2017 goal of full connection."

2017 STARTS NOW

Trans Canada Trail presents 2017 dream at Canada 150 Conference Series

With Canada's 150th anniversary of Confederation in view, CBC/Radio-Canada, Community Foundations of Canada and VIA Rail Canada recently concluded the Canada 150/2017 Starts Now nationwide series of conferences, which encouraged Canadians to share their ideas on how we can celebrate this significant milestone together.

TCT was a proud Canada 150 collaborator and presenter.

"2017 Starts Now is a great way to bring Canadians together to help spark the conversation leading up to Canada's 150th anniversary," says Bill Chambers, CBC/Radio-Canada's vice-president of brand, communications and corporate affairs. "We are happy to have the Trans Canada Trail as one of our national collaborators for this conference series, offering their support and their vision to help bring people together for 2017."

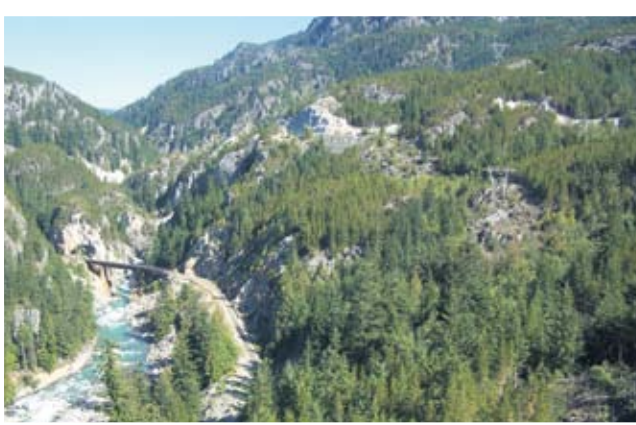
Trans Canada Trail participated in planning sessions across the country. President & CEO Deborah Apps also spoke at the Charlottetown conference, while former TCT board member and president of Trails Manitoba, Harold Westdal, spoke in Winnipeg.

"2017 is a great way to bring Canadians together."

Deborah Apps
is TCT president & CEO

DESTINATIONS

Unique trail segments showcase diversity



The Trans Canada Trail crosses boundaries and borders beyond the geographic; from urban settings to rural countryside to wild backcountry, Trail aficionados of all stripes can find a Trail that suits them best. Clockwise from top left: The Grand Concourse, St John's; The P'tit Train du Nord in Nominique, Quebec; the view of Cheakamus Canyon from the Sea to Sky Trail in B.C. GRAND CONCOURSE AUTHORITY; CLIVE WEBBER, TCT; GORDON MCKEEVER, TCT

URBAN

Grand Concourse Trail
Newfoundland and Labrador

Located in Newfoundland and Labrador, the Grand Concourse Trail is a magnet for hikers and cyclists. The Trans Canada Trail section spans seven kilometres, starting at the Railway Coastal Museum in St. John's and winding west to Mount Pearl. The Trail runs along the river, through the green spaces and mature neighbourhoods of the Waterford River Valley. In its entirety, the Grand Concourse is a 160-kilometre network of walkways, many of which can be accessed through the TCT.

RURAL

P'tit Train du Nord
Quebec

Breathtaking doesn't even begin to describe this portion of the Trail built on a former railway bed that cuts through the Laurentian region in Quebec and offers views of mountains, forests, rivers and lakes. Nature is just one attraction: chalets and mountain villages lend unique charm to the P'tit Train du Nord experience. The Trail's gentle gradients and long stretches of paved surfaces make it suitable for a wide range of year-round and seasonal activities, including cycling, running, hiking, skiing and inline skating.

WILDERNESS

Sea to Sky Trail
British Columbia

The Trans Canada Trail section of the Sea to Sky Corridor in British Columbia connects Squamish to Whistler with over 80.5 kilometres of non-motorized, multi-use trail. The Trail is optimized for mountain bikes, but also gives hikers, horseback riders and cross-country skiers the full wild, outdoor experience of the B.C. backcountry. The Sea to Sky Trail is also well known for its strong interpretive signage program that celebrates both the wilderness and the First Nations respect for the land.



Trans Canada Trail
Sentier Transcanadien

With thousands of kilometres of Trail segments that range from urban to rural to ruggedly wild, there's something for everyone on the Trans Canada Trail. Here's a look at three different Trail types.

“Canadians are fortunate to have access to the Trans Canada Trail. I can’t imagine a better way for families to spend time together than by enjoying the great outdoors!”

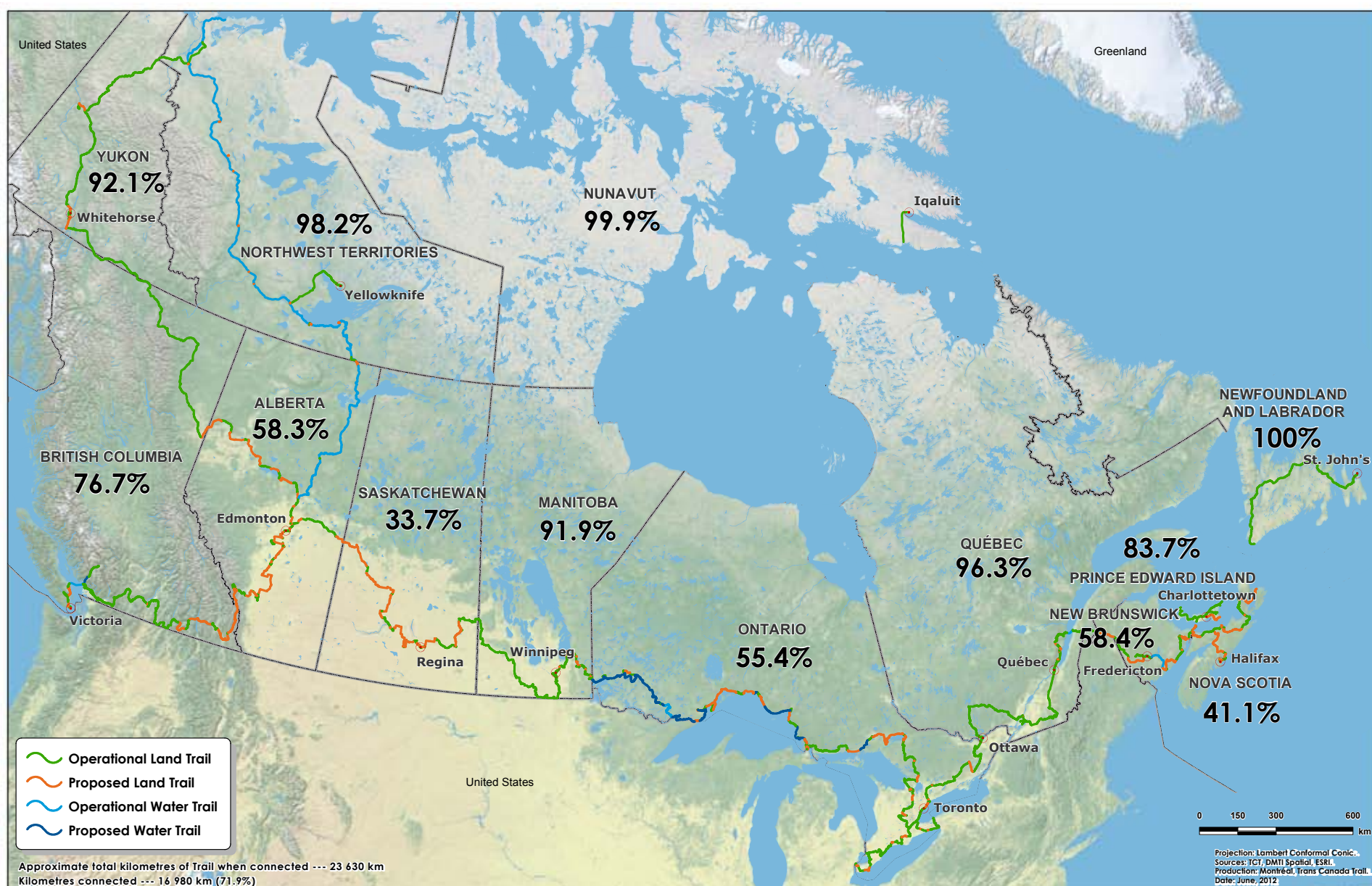
Kelly Murumets, President and CEO, ParticipACTION



PATHWAYS TO CONNECTION

A national work in progress

The Trail is currently 72 per cent connected, stretching nearly 17,000 kilometres, from Nunavut to British Columbia to Newfoundland and Labrador. Nearly 80 per cent of Canadians are within 30 minutes of the Trail. To find the Trail nearest you, visit www.tctrail.ca.



DIGITAL DISCOVERY

Advanced mapping system adds dynamic dimensions to Trail experience

You can walk, roll, paddle, horseback ride and even snowshoe on the Trans Canada Trail. But you can also explore it with the click of a mouse, thanks to advanced mapping technology available on tctrail.ca, the Trans Canada Trail website.

By clicking on the Explore the Trail tab, website visitors can view the Trail in various formats – map, satellite, hybrid or canvas – get information about specific sections of the Trail, peek at content shared by registered Trail users, create personal maps to help plan their Trail expeditions and export co-ordinates to their GPS device.

The map’s interactive features also allow users to locate the

nearest segment of the Trail, choose a route based on what they want to do, such as hiking, biking or cross-country skiing, and – here’s where it gets super cool – zoom in for an up-close-and-personal perspective.

“As you zoom in tight, you see details of the Trail, right down to the trees and shrubs,” explains Alex Miller, president of Esri Canada, the Toronto-based geographic information systems company that provided the online Trans Canada Trail map – a \$1-million donation of software, hardware and services.

The map went live on the Trans Canada Trail website in 2011, but Esri’s work with one of the world’s longest and grand-

est trails dates back to the early 1990s when the Trans Canada Trail organization was created. In addition to the online map, Esri has also given the organization operational software for tracking and managing assets along the Trail.

Mr. Miller says he’s particularly excited about the Trans Canada Trail map’s sharing feature, which lets users post comments and photos to Twitter and Facebook.

“Most of us will probably not be able to experience the entire Trail, which is why we really encourage people to share their experiences,” says Mr. Miller. “By doing this, we will make the Trail more familiar to all Canadians.”



Emile Richard, John Mathewson, Susan Teeter, Richard Therriault, Scott McLaughlin, Mike Jacklin, Ralph Hawryluk, Terry Coldwell, Faye Rotteau and David Casson of the Wawanosh Seniors are using technology to travel the TCT. WANDA BROWN-MAXFIELD

VIRTUAL EXPLORATION

Wawanosh Seniors inspirational trek tops 7,000 kilometres and counting

It’s taken them about four months and they’re still going. Step by step, the members of the Wawanosh Seniors have trekked close to 7,000 kilometres of the Trans Canada Trail, starting in February on Vancouver Island and moving east to Ontario.

The group of about 20 covered all this ground without leaving the premises of Community Living Sarnia-Lambton, a non-profit organization that provides services and activities for people with developmental disabilities.

“They walk in place as part of our exercise program,” explains Wanda Brown-Maxfield, a life skills support staff at Community Living Sarnia-Lambton. “While they walk and exercise, we mark their progress on a map of the Trans Canada Trail, which we bring up on a smart board.”

The idea for taking virtual walks on the Trans Canada Trail came to Ms. Brown-Maxfield as she was thinking up ways to add some excitement to the exercise program, which her organization offers three times a week

to the Wawanosh Seniors. The group’s members are a mix of Community Living residents and non-residents.

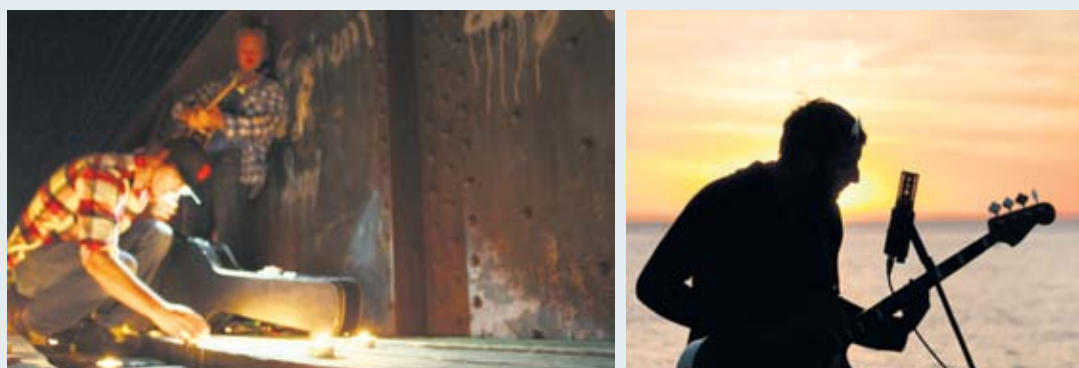
Every 10 minutes the Wawanosh Seniors walk is equivalent to about 100 kilometres on the Trail, explains Ms. Brown-Maxfield. As they log kilometres, the seniors zoom into their virtual location on the map – which they access online through the Trans Canada Trail website – and talk about what they might experience were they to actually walk on the Trail.

“We’re learning more about the Trail and the country we live in,” says Ms. Brown-Maxfield. “And for some of the people in the group who have been to areas where the Trail is located, it’s a chance to talk about their memories and share their stories.”

The group is now thinking of taking their walking program outside – and right onto the Trail.

“We’re talking about it,” says Ms. Brown-Maxfield. “Watch out for us on the Trail.”

INSPIRATION



Filmmakers Marco Carboni and Nicholas Posthumus (pictured left) serendipitously chose a portion of the TCT as a setting in their music video of indie artist Daniel Beausoleil. Since then, the filmmakers have embraced the TCT and its connection to their passions: Canada’s outdoors and indie music. SUPPLIED

Filmmaking team makes music on the Trans Canada Trail

Arriving late one night in Peterborough, Ontario, to record a music video of a local indie artist, filmmakers Marco Carboni and Nicholas Posthumus had a transformative experience on the Trans Canada Trail.

When their Peterborough shoot with singer-songwriter Daniel Beausoleil was delayed until long after dark, and with no lights and just one camera, the team “grabbed some candles and found a beautiful railroad bridge over the Otonabee River that provided great views of the city at night,” Mr. Carboni recalls.

It was only later that they realized the abandoned bridge that they had recorded on was part of the Trans Canada Trail.

The Trail has since become central to their production company, Current Sessions, as it fits perfectly with the owners’ twin passions: Canada’s outdoors and Canadian indie music.

Mr. Carboni says they want to use their skills to ensure that “every measure is taken to preserve the one-of-a-kind beauty of Canada’s rich music scene and natural heritage.”

When Current Sessions was later asked to produce a benefit concert in Toronto, it was an easy decision to donate the funds that were raised to the Trail. “Canadians are connected by our love of music and Canada’s outdoors,” adds Mr. Carboni. “Whether you’re in Peterborough, B.C., where I’m from, or in Newfoundland, we have that in common.”



“The Trans Canada Trail and the volunteers who are bringing it to life reflect the ambition, character and boldness of our proud history and promising future.”

Brad Shaw, CEO, Shaw Communications Inc.

ON THE TRAIL

In a multitude of ways, Canadians explore the Trail



former Prime Minister Lester B. Pearson, and within a kilometre of the current prime minister's summer residence at Harrington Lake.

And wildlife abounds: “I’ve seen herons and bald eagles, geese, ducks, lots of deer in the fields and evidence of beavers,” says Mr. Bouchard. “Once a bear cub was spotted trying to swim across the river.”

“The Trail is on an old railway bed, making it a safe and easy place to really let the horses run.”

Thomas Ketelsen
rides the Trans Canada Trail near Rossburn, Manitoba

“The beauty of the Trail is that you can use it both recreationally and for commuting, and many of us fall into both categories.”

Alex Armitage
bikes the Trans Canada Trail near Vancouver, British Columbia

“It’s amazing. You travel through this vast environment, often coming across things left over from the gold rush.”

Sierra van der Meer
snow bikes the Trans Canada Trail near Whitehorse, Yukon

he says, chuckling, adding that you could ride 600 kilometres to Dawson and be lucky to see one other party.

Travelling along meandering valley trails on short winter days in the shadow of mountains like Grey and Golden Horn, Mr. Connor says the company includes fox, coyotes, wolves and ptarmigans living out their hardscrabble existence under vast northern skies. Unlike Mr. Connor, they aren’t able to haul sleeping bags, an essential part of every Klondike snowmobilers emergency kit. A harsh and beautiful world, and that’s the way he likes it.

PADDLING

Dr. Ed Shields
Thunder Bay, Ontario

It takes only four words for Dr. Edward Shields to sum up how he feels about the paddling sections of the Trans Canada Trail near his home south of Thunder Bay.

“A joy to experience,” says the retired medical geneticist who has paddled “every centimetre” of the Trail along the north shore of Lake Superior. “Many areas are quite isolated, but the rewards are great. The wildlife, the scenery and the lack of ‘civilized’ impact allow for the emergence of profound emotions about humans being a part of a greater whole.”

In addition to a “Serengeti-like spectrum of wildlife” – including waterfowl and raptors, moose, otters, deer, weasels, martens, foxes and beavers – Dr. Shields says

HORSEBACK RIDING

Thomas Ketelsen
Rossburn, Manitoba

The Trans Canada Trail adds colour, variety and excitement to the world of horseback rider Thomas Ketelsen of Rossburn, Manitoba. Mr. Ketelsen, along with his wife and son, raises Tennessee Walkers and offers horseback riding to guests at their ranch, and also makes regular use of the Rossburn Subdivision Trail.

“The Trail is on an old railway bed, making it a safe and easy place to really let the horses run,” says Mr. Ketelsen, noting the riding environment is pure prairie, “right down to the dust on your boots.”

“We ride past abundant grain fields, and when it comes to colour, it’s hard to beat blooming canola and flax fields,” he says. “I’ve seen fox and coyote, listened to the geese and ducks, and especially love the forlorn sound of the loons.”

If he starts his ride at the Birdtail Bridge, he can travel through the Waywayseecappo First Nation Reserve in the Birdtail Valley past interpretive signs telling the story of the people and animals that call this stunning landscape home.

CYCLING

Alex Armitage
Vancouver, B.C.

An avid cyclist, Alex Armitage of Vancouver makes extensive and frequent use of cycling routes on the Trans Canada Trail.

“The beauty of the Trail is that you can use it both recreationally and for commuting, and many of us fall into both categories,” says the sales and marketing executive, adding that just a few blocks from his front door is access to a network that could take him from Vancouver to St. John’s, Newfoundland, or just across town.

And while recreation, exercise and just plain old getting from A to B are important, esthetics are also a big part of the attraction.

“Vancouver has the best of all worlds,” he says. “You get this beautiful cityscape with all the buildings, but also fresh air off the water and views of the mountains. There’s even a pair of bald eagles nesting in a tree on the False Creek trail, which is basically downtown Vancouver.”

He has further ambitions, including a cycling expedition to the world-famous Kettle Valley Trail that follows an abandoned railway bed in south central British Columbia.

WHEELCHAIR/SCOOTER

Carol Randall
Fredericton, New Brunswick

For Carol Randall, the Trans Canada Trail and the attached networks in and around Fredericton, New Brunswick, represent freedom.

“I’d be pretty much house-bound without them,” says Ms.



Top left, rancher Thomas Ketelsen on horseback and (top right) cyclist Alex Armitage enjoy the Trail in unique ways. SUPPLIED

Randall, a polio survivor who has relied on a wheelchair and scooter for mobility for the past 25 years. The network of trails allows her access to both downtown Fredericton as well as non-urban environments rich with wildlife and lush vegetation. With 13 kilometres of Trail paved and ploughed in winter, she can travel independently year round.

“All the different trails have their own personalities,” she says. “The South Riverfront Trail has lots of tourists because of the downtown cultural and historical scene, while the Gibson Trail is a wilderness experience with magnificent silver and red maple trees, songbirds in the trees and wading birds in the Nashwaak River.”

A highlight is the Bill Thorpe Walking Bridge spanning the St. John River, a decommissioned railway bridge affording panoramic views of downtown. An avid photographer, Ms. Randall keeps her camera at the ready for sightings of raccoons, fox, beavers and even deer.

HIKING

Ken Bouchard
Wakefield, Quebec

Although he’s got nearly seven decades of hiking experience under his belt, Ken Bouchard never tires of the trails he can explore in his own backyard of Wakefield, Quebec.

“I help look after a 30-kilometre section of the

SNOWMOBILING

Jim Connor
Whitehorse, Yukon

If Jim Connor needs fresh fish in the middle of winter, all he has to do is hop on his snowmobile, ride 100 kilometres or so up to Braeburn Lake on the Trans Canada Trail, saw a hole in the ice and drop in a line.

Seems like a lot of work, but for Mr. Connor and all the other snowmobile enthusiasts in the Klondike, that’s the fun of it. And traffic jams are virtually non-existent.

“You see the odd bison, although dog sleds are common,”



there are geographical wonders in abundance.

“The paths are vast in their environmental reach,” he says. “From the sheer cliffs and deep green waters of Lake Superior to the startling mesas of La Verendrye Provincial Park to the

streams of underwater flowing grass in Quetico to the transitional forests north of Atikokan and on to the big water of Lake of the Woods. Marvellous!”

SNOW BIKING

Sierra van der Meer
Whitehorse, Yukon

Whitehorse snow bike enthusiast Sierra van der Meer is more than happy to share her preferred segment of the Trans Canada Trail with snowmobilers, dog sleds

and cross-country skiers. “They pack the snow down for us,” she says. “It would be really hard trying to ride on two feet of fluffy snow.”

Hybrid snow bikes incorporate super-fat tires in order to “float” on the snow, she says, and the sport is taking the town by blizzard. She and her fellow “snowbikes” converge on the Dawson Overland section of the Trail, onetime dog-sled and stagecoach highway to the gold fields.

“It’s amazing,” she says. “You travel through this vast environment, often coming across things left over from the gold rush like collapsing log cabins and rusted machinery. The thing I like best is a little grave marker for a dog that died along the way; it’s a really sad and touching place. These things remind you that although you’re in the middle of nowhere, it’s also a place where people have been travelling for hundreds of years.”



Trans Canada Trail here in the La Pêche region, but you could follow it right through Gatineau Park to the city of Gatineau and see the Parliament Buildings in Ottawa,” says Mr. Bouchard, adding that much of the Trail is laid over abandoned rail bed, making it wide enough to be both multi-use and all-season.

In addition to incorporating the picturesque Wakefield Covered Bridge across the Gatineau River, the Trail in his neck of the woods passes by MacLaren Cemetery, final resting place of



Pictured top right to bottom, Yukon snowmobiler Jim Connor; Carol Randall riding her scooter on the Trail in Fredericton; Dr. Ed Shields (at left with dog) and friends after cutting a new Trail in Ontario’s Pigeon River Provincial Park near the end of Omini Trail section of the Path of the Paddle; hiker Ken Bouchard putting up TCT signs in Gatineau Park; and Sierra van der Meer snow biking near Whitehorse. SUPPLIED; BOTTOM, JENNIFER ROBERTS

“The Trail provides a unique opportunity for First Nations to prosper from sustainable economic development within their traditional territories while sharing their cultures and important histories of ancient trail networks.” Tara Atleo, TCT board member and Manager of the Ahusaht First Nation WildSide Trail



GIVING

Donor funding at work

More than 125,000 Canadians have helped to build the Trans Canada Trail (TCT) through their donations to its development and promotion, along with contributions from major corporations, foundations and all levels of government. While 72 per cent of the Trail is already connected, a number of projects vital to the TCT's completion are now underway as a result of this generous support.

“We owe a great debt of gratitude to all of our donors who have invested in our dream of connection by 2017,” says Deborah Apps, TCT president & CEO. Here are a few highlights of their investments at work:

Junction Creek Waterway Park Sudbury, Ontario

In 1991, Sudbury City Council approved an ambitious 20-year plan to build an 18-kilometre trail along Junction Creek, a waterway that crosses the city from east to west. Five kilometres of the resulting Junction Creek Waterway Park have been designated Trans Canada Trail.

Through the support of the Rainbow Routes Association, a local non-profit group who received a generous donation from Sudbury mining giant Xstrata Nickel, the final 1.55-kilometre section of this route is now underway, linking the Kelly Lake Trail with downtown Sudbury.

“The Trail is a social asset that promotes healthy lifestyles and enables the people of Sudbury to enjoy the outdoors and appreciate Canada's history and natural heritage,” says Marc Boissonneault, vice president of Xstrata Nickel's Sudbury Operations. “The Trans Canada Trail is so many things to so many people, and our contribution means that our Sudbury employees can take pride in participating in its creation, as well as enjoying the Trail itself. We are delighted to play a part in bringing the Trail to life for all Sudburians and those that visit here.”

West Bragg Creek Calgary, Alberta

In the foothills of the spectacular Rocky Mountains, the West Bragg

Creek section of the Trans Canada Trail will connect the hamlet of Bragg Creek with Kananaskis. The cost of the seven-kilometre natural-surface trail is estimated to be \$900,000.

Through generous donor contributions, TCT recently approved a \$125,000 investment in a 2.7-kilometre section of the Trail, in addition to \$14,221 in funding for an engineering feasibility study that commenced in 2012.

These contributions will build on the efforts of many regional groups. In 2006, The Greater Bragg Creek Trails Association raised \$15,000 for design of the Trail route and has also since supported the County of Rocky View in the completion of its Parks and Open Space Master Plan. In addition, Alberta Transportation installed sidewalks on two bridges along the route, and the County of Rocky View has provided a grant of \$60,000 for the project.

Town of Hampton New Brunswick

New Brunswick has an extensive trail network, reaching each corner of the province and offering every kind of adventure imaginable to outdoor enthusiasts. But a few significant TCT gaps still exist, and Trans Canada Trail donors are key to bridging them by 2017.

In Hampton, for example, located 40 kilometres northwest of Saint John and nestled in the Kennebecasis River Valley, between the Pickwauket Hills and Passekeag Ridge, the TCT has financed part of a route designed to showcase the community and its amenities. The Trail will serve as part of the town's active transportation system, connecting schools, the community centre, stores, rest stops, restaurants and much more.

In May, TCT approved funding of \$171,091 for a 6.85-kilometre section of the Trail, in addition to providing \$4,146 for an engineering feasibility study. The total cost of the project is estimated to be \$477,806.

Confederation Trail PEI

A Prince Edward Island project funded by TCT will close a gap between PEI and Nova Scotia. The new section will complete the Trail from New Brunswick,

via the Confederation Bridge, through the southeast of the province to the Wood Islands Ferry, on to Caribou, Nova Scotia.

The project will become part of the world-famous Confederation Trail, which travels across PEI. It will also link Charlottetown and

Stratford, as part of a three-community trail designed to encourage bicycle commuting.

Part of the project was completed in 2004; the TCT is providing \$215, 871 in funding towards this year's Trail construction.



From top: The Confederation Trail in Prince Edward Island, west of Linkletter; Alberton, PEI's Stone Station Park on the Confederation Trail; Canada World Youth volunteers from Ukraine and Canada help build a new section of the TCT through Greater Sudbury. MICHAEL NESBITT; DOUG MURRAY; WWW.RAINBOWROUTES.COM

SHAW MEDIA

Trans Canada Trail media sponsor helps increase public awareness

The epic task of building the Trans Canada Trail demands more than putting shovels to the ground. It's also an exercise in raising awareness on a national scale.

It's a good thing the Trail has a good friend in television and mass communications.

Last year, Shaw Media produced and aired two 30-second public service announcements on its many media channels, ensuring that the TCT story reached hundreds of thousands of Canadians across the country.

The most recent PSA, which aired from February to April, features passionate Trail supporter and patron His Excel-

lency David Johnston, Governor General of Canada; Mrs. Lauren Harper, TCT Honorary chair of the Chapter 150 Campaign; and country music artist Paul Brandt.

“We are pleased to commit resources and time to support the Trans Canada Trail, including more than \$3.4 million of in-kind services and the production of public service announcements by Global Calgary,” says Brad Shaw, CEO of Shaw Communications Inc., which owns Shaw Media. “Trans Canada Trail has embarked on a bold undertaking, and we applaud them for bringing together volunteers working across the country in



Mrs. Lauren Harper and country music artist Paul Brandt shooting a TCT PSA with Shaw Media at Glenbow Ranch Provincial Park in Alberta in July 2012. TCT

order to bring all Canadians closer.”

Gay Decker, director of communications for the Trans Canada Trail, says having a partner like Shaw Communications is critical to the Trail's success in connecting Canadians from coast to coast to coast.

“We've been building Trail since 1992 and we've accomplished a great deal. But we're not done yet. We need to continue to raise awareness about this grand, national project and our goal of full connection by 2017,” she says. “We're so grateful that Shaw Communications is helping us spread the word.”

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Coquihalla Canyon Provincial Park, BC

Hot on the Trail and off the presses!

After 20 years, we've got quite a few stories about what it takes to build one of the longest and grandest trails in the world.

But we want to hear more!

Enjoy Trail stories and share yours by signing up for our newsletter **Trail Talk at tctrail.ca**

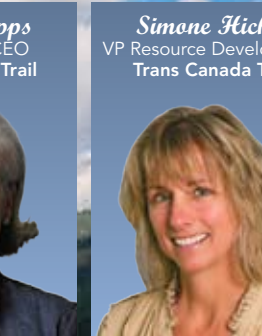
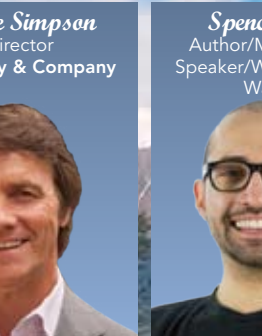
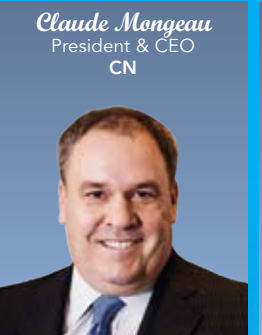
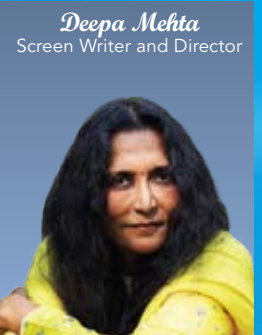
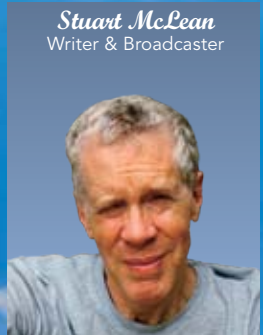
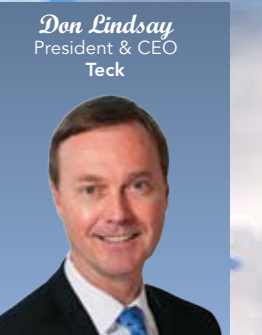
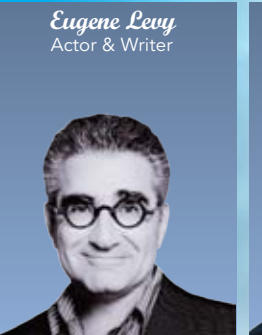
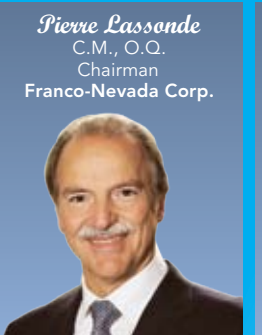
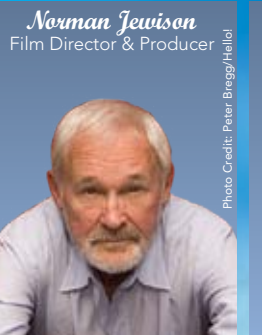
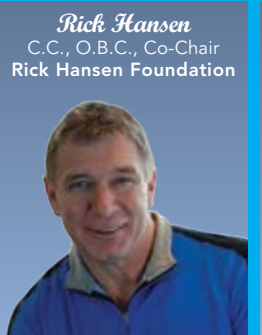
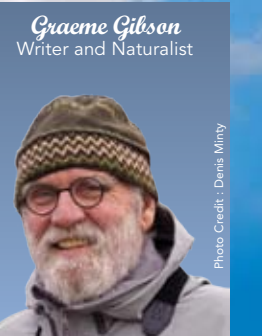
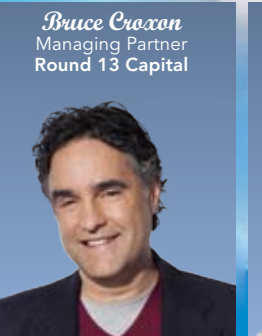
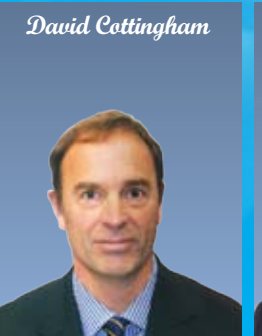
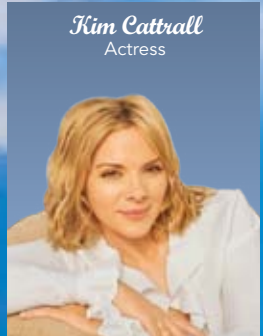
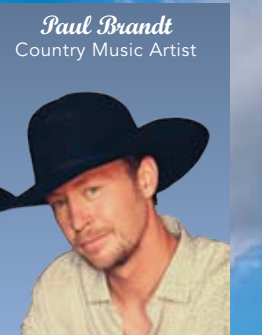
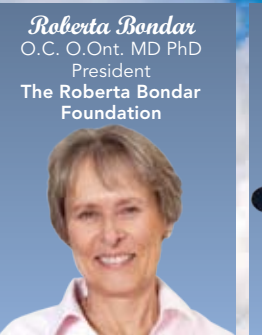
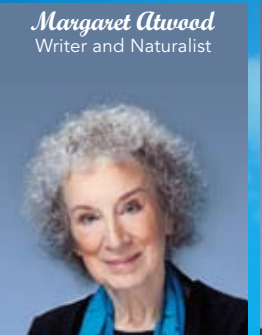
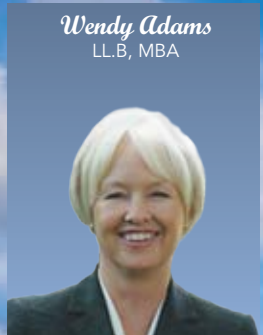
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THE GLOBE AND MAIL*

JUST LIKE OUR NATIONAL TRAIL, OUR LIST OF CHAMPIONS IS GETTING LONGER.



*These Canadians are supporting the TCT for 2017
... will you?*

This year, the Trans Canada Trail added many wonderful new sections that Canadians can enjoy every day.

We've still got more than 6500 kilometres to go before we connect the Trail from coast to coast to coast by 2017.

With your support, we can reach our goal. Please join us:

www.tctrail.ca/donatenow

THE GLOBE AND MAIL*

Canada



Trans Canada Trail
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TCTRAIL.CA

photo: Proposed Trail in Wardner B.C.