



## **Island Coastal Economic Trust Announces Funding for Parksville and Qualicum Beach 2010 Film Project**

**For Immediate Release – October 29, 2007.** Mayor W.J. (Jack) Peake, Chair of the Island Coastal Economic Trust (Trust), today announced funding approval by the Board of Directors of \$7,337 to the City of Parksville for the Parksville and Qualicum Beach 2010 Film Project. The total project cost is estimated at \$37,150.

“The production of film and still shots will be used on the BC Explorer unit and in Beijing in the BC Pavilion in conjunction with 2010” stated Jack Peake. “These products will market the region’s tourism destinations, investment attraction, showcase arts and culture, history, sports, business and lifestyle through exposure to domestic and international media. This marketing initiative will assist in the economic growth and diversification of the Parksville and Qualicum Beach region.”

Mayor Sandy Herle explained that the City of Parkville and its partners, the Oceanside Tourism Association and the Parksville and District Chamber of Commerce, will promote Parkville and the Qualicum Beach region. “Our communities will benefit from an opportunity to reach international press as well as showcasing themselves with larger regional areas for a very modest investment”.

### **About Island Coastal Economic Trust**

The Island Coastal Economic Trust was established by Provincial legislation on February 27, 2006. It provides \$50-million that is managed by an independent board of directors made up of 8 locally elected government representatives and 5 provincially appointed members from the community. The board’s mandate is to makes strategic investments in regional economic priorities such as forestry, transportation, tourism, mining, energy, Olympic opportunities, economic development, agriculture and aquaculture, and small business. Information about the Trust can be found on [www.islandcoastaltrust.ca](http://www.islandcoastaltrust.ca).

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