



Island Coastal Economic Trust Announces Funding for Integrated Regional Tourism Strategy for North Vancouver Island

**For Immediate Release
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Lake Cowichan, B.C. - Mayor W.J. (Jack) Peake, Chair of the Island Coastal Economic Trust (Trust), today announced funding approval of \$137,500 to the Regional District of Mount Waddington for the development of an integrated regional tourism strategy.

“The Trust’s contribution will assist in the tourism product development and marketing of North Vancouver Island for the first three years of a long term sustainable Tourism strategy,” stated Chair Peake.

Rod Sherrell, Chair of the Regional District of Mount Waddington, explained that it would act as manager for this project in partnership with other organizations.

“We have partnered with Tourism Vancouver Island, private tourism operators, First Nations and other local organizations to establish an integrated tourism entity that will assist the North Island region to deliver a comprehensive tourism strategy, marketing plans and capacity-building opportunities in this region. These first years will involve some regional negotiations in terms of making that entity sustainable long into the future, but we are confident that Tourism Vancouver Island will deliver an integrated regional product that will justify sustained public and private investment,” stated Chair Sherrell.

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 make strategic investments in regional economic priorities such as forestry, transportation, tourism, mining, energy, Olympic opportunities, economic development, agriculture and aquaculture, and small business.

The Trust has approved some \$31 million for over 30 projects since inception in 2006. The total impact of these investments is estimated at \$184 million. Information about the Trust can be found on www.islandcoastaltrust.ca.

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