



Island Coastal Economic Trust Announces Funding for Quatse Salmon Stewardship Centre Interpretive Displays

**For Immediate Release
April 22, 2010**

Gibsons, BC – Mayor Barry Janyk, Chair of the Island Coastal Economic Trust (Trust), and Mayor of the Town of Gibsons, today announced funding approval of \$175,000 for the development of interpretive displays at the Quatse Salmon Stewardship Centre situated in Quatse Regional Park in Port Hardy. The total estimated cost for this initiative is \$350,000.

In September of this year, the Quatse Salmon Stewardship Centre opened its doors to the public, marking the culmination of a three year planning and construction process that included raising \$1.4 million dollars.

“This great place was one of the first projects funded by our Trust and we are really pleased to again partner with the Northern Vancouver Island Salmonid Enhancement Association for the development of Phase 2,” stated Janyk. “This aspect will create exhibits, such as the mini theatre and ocean survival and climate change exhibit which will truly enrich the visitors’ experience at the Centre. The enhancement of this provincial caliber attraction will draw ecotourists from Victoria to Port Hardy and strengthen ties within the ICET investment area.”

This initiative will also feature the development and implementation of a marketing plan. “We expect that our newly formed partnership with the Vancouver aquarium will open the doors to a new market for the North Island area,” stated Ken Fuller, Manager of NWISEA. “We’re thrilled to offer laboratory facilities with the hope that our enhancement programs will be utilized in the research initiatives. We also want to provide hands-on technical skills to the many dedicated volunteers in the Fisheries and Oceans Salmon Enhancement and Public Involvement Programs.”

Grant Anderson, Chair of NWISEA concluded, “While we cannot understate the importance of this facility in attracting tourism to the area, we are exceptionally proud of the fact that this facility will provide a lasting educational legacy for both young and old. The new exhibits will feature the challenges of ocean survival and climate change, the salmon life cycle and help individuals, particularly younger people, understand and contribute to the survival of salmonid populations.”

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.

ICET has approved \$41 million for over 40 projects on the Island and Sunshine Coast since the inception of its grant program in 2007. The total impact of these investments is estimated at \$230 million. A full overview of ICET can be found at www.islandcoastaltrust.ca .

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