

July 15, 2009

For Immediate Release:

Off-Ramp to Adventure Centre to Open Thursday

Squamish, BC – Thursday, July 16, 2009 will mark a milestone for the Squamish Adventure Centre. A new off-ramp from Highway 99 will open allowing northbound motorists easy access to the Centre. The ribbon cutting ceremony will take place at the turn off Thursday, July 16 at 11:00 a.m.

“As the Welcome Centre for visitors to the Sea to Sky region, having easy access from the highway is paramount,” said Mayor Greg Gardner. “We anticipate the new ramp will have a significant impact on the number of visitors using the centre.”

“We have an amazing building in a great location, but because it’s not visible from the intersections used to access it, some visitors were missing us,” said Rob Kirkham, Chair of the Squamish Sustainability Corporation, located in the Adventure Centre. “We’ll now be able to draw those people in and do what we do best – showcase all that Squamish has to offer!”

The District of Squamish worked hard to achieve an exit off the highway to access the Adventure Centre and funnel traffic back to downtown.

The District of Squamish funded the project in its entirety – budgeting \$350,000 and bringing it in on budget.

For information about Tourism Squamish, please visit www.tourismsquamish.com.

The Squamish Adventure Centre opened to the public in the summer of 2005. It is operated by the Squamish Sustainability Corporation, a wholly owned entity of the District of Squamish. The Adventure Centre provides information and services to visitors and is currently home to Tourism Squamish and the Squamish Chamber of Commerce.

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