



STRATHCONA CENTENNIAL
EXPEDITION
1910-2010
www.sce2010.ca

Strathcona Centennial Expedition
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Media Advisory

The Strathcona Centennial Expedition invites the media and public to launch this historical re-enactment on July 22nd, 2010 at Dick Murphy Park, on the waterfront, at the Tyece Spit Campbell River BC.

BACKGROUND

The Strathcona Centennial Expedition is celebrating the 100th anniversary of the 1910 Strathcona Discovery Expedition led by the Hon. Price Ellison, Commissioner of Lands. In **July & August 1910 Ellison and his party of 23 journeyed through the heart of Vancouver Island** to explore the mountains and lakes and assess their suitability for a park.

The successful completion of this adventure and Ellison's report to the BC Provincial Cabinet led to the Strathcona Act passing into legislation on March 1st, 1911, **beginning British Columbia's world-renowned parks system.**

Between July 22 and August 9, 2010 a group organized by the Strathcona Park Public Advisory Committee and BC Parks will retrace Ellison's journey, celebrating that achievement including the first ascent of Crown Mountain, the birth of Strathcona Park and thereby launching BC Parks 100, a year of festivities that will continue throughout 2011.

EVENTS / MEDIA OPPORTUNITIES

There are several community and official events planned during the expedition providing the media and public opportunities to meet the expedition party and associated organizations. The first is at the start of the re-enactment to launch the Centennial Expedition and thereby begin celebrations for BC Parks 100.

- **July 22, 2010 - Community Event to Launch the Expedition**, the first leg of the adventure leaves the Tyece Spit, Campbell River on Thursday, July 22. The media and public are invited to meet the expedition party at 9:30 a.m. for a few formalities and to meet and chat about the trip, park and legacy fund.

At 11 a.m. the expedition party welcomes one and all to join them on the walk along the Campbell River trails to McIvor Lake where they will meet canoes at about 3 pm and begin paddling up the Campbell lakes toward Crown Mountain.

Photo/video opps include: Tyece Spit with the expedition party, local dignitaries and views of far-off Crown Mountain, Elk Falls and the canoe launch at McIvor Lake.

Other coming events are: Sunday, August 1st at Buttle Narrows 1pm at the BC Parks HQ
Saturday, August 7th 3pm at Ark Resort and 7 pm at the Alberni Heritage Museum, Port Alberni

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