



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 several events between July 22nd, 2010 and August 9, 2010 while this historical re-enactment is underway.

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 21 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.

- **July 22, 2010 - Community Event to Launch the Expedition Departure**, the first leg of the adventure leaves the Tyee Spit, Campbell River at 11 am July 22, the media and public are invited to meet the expedition party at 9:30 am and to walk the Campbell River trails to McIvor Lake.

- **August 1, 2010 - Official Ceremony to Recognize the 1910 Strathcona Discovery Expedition**, Buttle Narrows, BC Parks HQ, 50 km west of Campbell River on Highway 28 (to Gold River) keep straight at Buttle Narrows bridge on Western Mines Rd. Signs will be posted. At 1 pm the Centennial Expedition party will arrive with local dignitaries and representatives from BC Parks to unveil a commemorative display and speak on the Centennial project.

- **August 7, 2010 - Arrival in Port Alberni**, The expedition party will be at the Ark Resort, Great Central Lake at 3 pm for a welcoming ceremony and at the Alberni Valley Museum at 7 pm

- **August 8, 2010 - Arrival in Qualicum Beach & Victoria**, The expedition party will be at the Qualicum Beach Via Rail train station at 3 pm to travel on the 4 pm train to Victoria, arriving at 8 pm

- **August 9, 2010 - Farewell Breakfast**, The last function will be a final breakfast at the Fairmont Empress at 9:30 am August 9 before the expedition party disbands.

in association with



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