




STRATHCONA
CENTENNIAL
EXPEDITION
1910-2010




In June 1910, Premier Sir Richard McBride reserved an area in the centre of Vancouver Island for a park, and launched an expedition.

The Governor General of Canada had advised McBride to create a National Park in British Columbia, and McBride was further influenced by W. W. Bolton's 1894 and 1896 expeditions across Vancouver Island.

To formalize the park boundaries, Minister of Lands Price Ellison set off to explore the area, departing Campbell River on July 7, 1910 with a party of twenty three. Travelling up Campbell River's lake chain, Ellison and his party spied Crown Mountain and settled on it as their prime objective.

The party reached the summit of Crown Mountain on July 29, 1910. This mountain hosts one of the most spectacular alpine views on the island, doubtlessly sealing it in Ellison's mind that this was indeed a suitable area for the new park.

Price Ellison and his party resupplied at Buttle Lake, then continued up the lake to Price Creek and followed the 1896 Bolton route over Price Pass to Port Alberni. Ellison submitted his report on the expedition to Cabinet, and on March 1st, 1911 Strathcona Park was officially legislated.



In July 2010, the park's centennial anniversary is being celebrated with an re-enactment of the original 1910 expedition.

It will follow Ellison's footsteps through Strathcona Park, from Campbell River to Port Alberni, including an ascent of Crown Mountain.

The Strathcona Centennial Expedition...

- will re-enact, as marked by Proclamation of British Columbia's Lieutenant Governor, the 1910 Strathcona Discovery Expedition, retracing Price Ellison's footsteps through British Columbia's first Provincial Park in July–August 2010 thereby launching celebrations for BC Parks' 100th anniversary in 2011.
- will raise awareness of the amazing natural, historical and recreational opportunities of Strathcona Park to British Columbia residents, media and visitors.
- will establish a legacy fund on behalf of Strathcona Park for enhancing stewardship, building and maintaining infrastructure, land acquisition and environmental rehabilitation.

sponsorship opportunities

in partnership with



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MARBLE SPONSOR

Marble Peak overlooks Buttle Lake, the lake canoed by Price Ellison's party as they travelled through to Port Alberni from Campbell River.

\$1,000–9,000

- use of BC Parks logo on sponsor's web site
- acknowledgement on the Expedition & BC Parks websites
- a pair of Robert Bateman prints
- opportunity to contribute toward a Strathcona Legacy project

GOLDEN SPONSOR

Named for Sir Francis Drake's ship, Vancouver Island's highest mountain Golden Hinde (7,219 ft) stands at the heart of Strathcona Park.

\$10,000–19,000

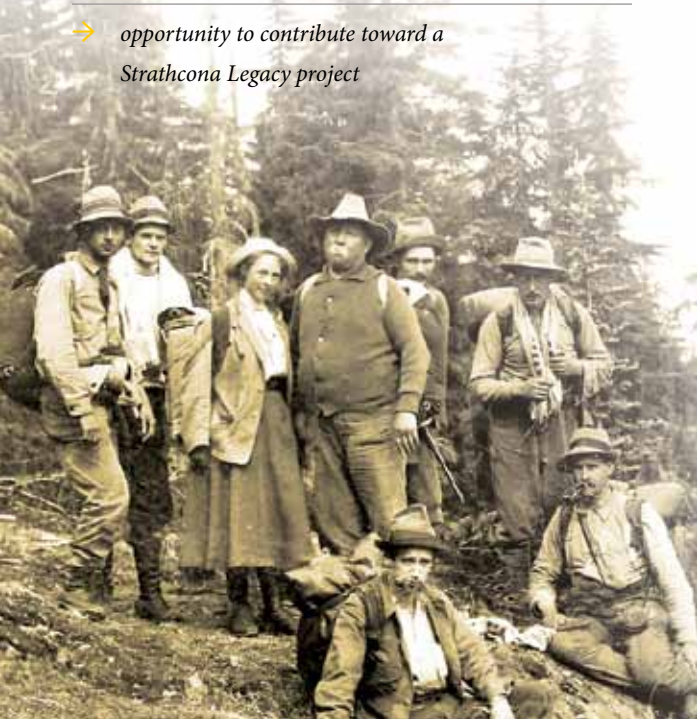
- logo on expedition canoes and SCE flag flown on the summit of Crown, at events, and in camp; medium sized logo alphabetically listed and placed in the middle section of material
- use of BC Parks logo on sponsor's web site
- speaking opportunities at events
- framed photo of a Strathcona Park landmark with acknowledgement plaque
- acknowledgement on the Expedition & BC Parks websites
- opportunity to contribute toward a Strathcona Legacy project

CROWN SPONSOR

On Crown Mountain, the Hon. Price Ellison first gazed into the mountainous heart of Vancouver Island, inspiring the creation of Strathcona Park.

\$20,000 & above

- logo on expedition canoes and SCE flag flown on the summit of Crown, at events, and in camp; large sized logo prominently placed on upper section of material
- position in the guided Government Party's ascent of Crown Mountain
- invitation to the Strathcona Park Lodge party
- use of BC Parks logo on sponsor's web site
- speaking opportunities at events
- framed copy of the Proclamation with an acknowledgement plaque
- acknowledgement on the Expedition & BC Parks website
- opportunity to contribute toward a Strathcona Legacy project



sponsor this landmark celebration

contact the Strathcona Centennial Expedition

250-285-2234 or info@sce2010.ca

c/o PO Box 280, Quathiaski Cove, BC V0P 1N0

Image 10138 Crown Mountain Party on its way, courtesy the Museum at Campbell River