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For immediate release

Mighty Fraser Country Circle Farm Tour Captures Award

VANCOUVER, British Columbia - April 17, 2007 - New and innovative, the Mighty Fraser Country Circle Farm Tour captured the prominent marketing award at the recent Economic Development Association of British Columbia 2007 Conference, held in Vancouver, BC. The Economic Development Association of British Columbia marketing award recognizes achievements in target marketing campaigns which support community economic development sector growth initiatives.

Launched in June 2006, the Mighty Fraser Country Circle Farm Tour marketing campaign was focused around six (6) communities; Abbotsford, Agassiz-Harrison Mills, Chilliwack, Langley, Maple Ridge/Pitt Meadows and Mission. As agriculture is the largest economic sector in the Fraser Valley, resident communities partnered in creating and promoting the Mighty Fraser Country Circle Farm Tour.

The Circle Farm Tour is a road map that takes a visitor around in a large circle. The tours are self-guided, so visitors travel in their own car, at their own pace, according to what timing suits the traveller. An informative brochure acts as the guide, complete with a detailed map outlining the route and stops along the way.

The Circle Farm Tour in Mighty Fraser Country began as a pilot project in Agassiz-Harrison Mills in 2003. The program was an instant success, attracting visitors from throughout the Lower Mainland to the community. Visitors were able to drive to Agassiz and experience authentic farms of the community. In 2004, Abbotsford began working with staff from Agassiz to duplicate the program in their community. Again, the program was an immediate success. In 2005 a larger group of communities (Agassiz-Harrison Mills, Abbotsford, Chilliwack, Mission, Maple Ridge/Pitt Meadows and Langley) began discussions of a regional partnership. Finally, in 2006, the Mighty Fraser Country Circle Farm Tour was unveiled to the public.

This program truly shows the power of partnership. The six communities cross two regional districts, but are all linked through the agricultural sector. The first year of the regional partnership was so successful that when local communities started selling spots for their 2007 brochures new agricultural partners jumped at the opportunity. The program has truly done wonders to increase awareness of agriculture in the Fraser Valley and to now link agriculture to the tourism sector.

For more information on the Mighty Fraser Country Circle Farm tour, please contact Trudie Bouchard at trudie@limbertmountainfarm.com or 604-796-2619 or visit www.circlefarmtour.com.

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