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For immediate release

## FIRST INITIATIVE ANNOUNCED FOR NEW SUNSHINE COAST TOURISM

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VANCOUVER, British Columbia - October 4, 2007 - Announced today, the first initiative of the new Sunshine Coast Tourism will be a cooperative marketing feature with CanWest Global Communications and Vancouver, Coast & Mountains Tourism. The full page features will run in the Vancouver Sun and Vancouver Province newspapers on October 6 and 7, 2007, and will be followed by a segment with Cheryl MacKinnon on Global TV BC on Wednesday, October 12 at 8:50 am.

This will be the first occasion that stakeholder groups on the Upper and Lower Sunshine Coast will work together as Sunshine Coast Tourism. Until now, the Sunshine Coast Tourism Partnership has managed tourism initiatives on the Lower Sunshine Coast and has worked independently from Tourism Powell River on the Upper Sunshine Coast. The primary mandate of the unified Sunshine Coast Tourism is to increase the number of visitors to the region and to enhance the variety of tourism experiences on the Coast. The new partnership recognizes the need to manage the tourism sector as a community rather than as separate organizations.

“From Howe Sound to Desolation Sound the entire Sunshine Coast is rich with tourism potential,” said Tourism Sport and the Arts Minister Stan Hagen. “A single marketing effort will help show potential visitors the wide variety of experiences they will find when they visit.”

Vancouver, Coast & Mountains, the regional Destination Marketing Organization (DMO) for Metro Vancouver, Sea to Sky Country, Mighty Fraser Country, and the Sunshine Coast, is happy to be contributing to the efforts of Sunshine Coast Tourism. “The Sunshine Coast is home to tourism products that can compete with any travel destination in the world,” said Kevan Ridgway, President & CEO of Vancouver, Coast & Mountains. “We believe in the power of partnerships, and this partnership will allow Sunshine Coast Tourism to expand the tourism economy and show the world what the Sunshine Coast has to offer.”

In addition to the support of the provincial government and regional DMOs, Sunshine Coast Tourism continues to gain momentum with local tourism businesses. Be on the lookout for more developments from this emerging organization in the months to come.

Visit [www.vcmbc.com](http://www.vcmbc.com) for more information about Vancouver, Coast & Mountains Tourism or call 604-739-9011.

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