



A Newsletter for Partners & Friends of Tourism Maple Ridge & Pitt Meadows Feb . 2008

HOT TOPIC

2008 BC Tourism Industry Conference - February 20-22, 2008

2010 Legacies Now will be presenting at the 2008 BC Tourism Industry Conference in collaboration with Golf BC and the Ministry of Sport, Tourism and the Arts. This session takes place on Friday, February 22 from 9:10am-10:30am at the Sheraton Wall Centre, Vancouver.

Session C3: Delivering Tourism Opportunities Through Sport & Recreation

On a community scale we are fortunate to have a range of opportunities to convert sport and recreational activities into tourism revenues and jobs. At this session you will discover why British Columbia will be the place to train for 2010. You will also gain insight into recreation mountain biking opportunities that are just emerging as viable generators of tourism revenues. On the other end of the recreational spectrum, golf in BC is now recognized as an international attractor of tourists. This session will help operators and communities better harness the benefits of sport and recreation.

For more information about the Tourism Industry Conference or to register please visit <<http://www.bctourismindustryconference.ca>>

Inside this Issue...

- Hot Topic – 2008 Tourism Industry Conference
- Partner News & Events
- Spirit of Wood Festival
- Industry Development Opportunities
- Marketing Opportunities
- 2008 Visitors' Choice Brochure



Experience the Extraordinary!

Partner News & Events



The Maple Ridge-Pitt Meadows Spirit of BC Community Committee will be hosting the following FREE events during Spirit of BC Week, February 9 - 17, 2008...

February 9th

Family Skate
Planet Ice, Maple Ridge
1:30-3:0pm
Pitt Meadows Arena
6:45-8:15pm

February 10th

"Curling Rocks" Open House
Golden Ears Winter Club, Maple Ridge
12:15-3pm

February 13th

Story Time
Maple Ridge Library-Fraser Room
7pm

February 14th

Story Time
Maple Ridge Library-Fraser Room
10:15am



Tourism Maple Ridge & Pitt Meadows
 Visit us at:
 The Pitt Meadows Visitor Centre
 12492 Harris Road, Pitt Meadows

Or check out our Visitor Kiosks located at:
 - The Maple Ridge Public Library
 - Pitt Meadows Airport Terminal Building

Contact us:
 Tel: 604-460-8300 Fax: 604-465-1106
 Email: info@tmrpm.com
www.mapleridge-pittmeadows.com

www.mapleridge-pittmeadows.com

[Spirit of Wood Festival](#)



February 16 & 17th

Spirit of Wood Community Carving Festival

Hosted by the Mountain Festival society
Join us for a dynamic and fun community celebration with a variety of interactive activities that celebrate everything about wood.

February 16th

Lumberjack Pancake Breakfast 9am

Chainsaw Carving Competition
Memorial Peace Park
10am-4:00pm

Live Entertainment and Children's make and take stations
In the ACT
11am-3pm

Community Carving Unveiling Ceremony, reception and silent auction
Maple Ridge Library
5pm-7pm

February 17th

Wood Showcase and Workshops
In the ACT
11am-5pm

Shuttle Bus tours to the UBC research Forest and the BCIT Woodlot
Departing from the ACT
10am-4pm

For more information on these events, please watch for the ads in the local papers, visit www.spiritofbc.com or contact Tourism Maple Ridge & Pitt Meadows at 604-460-8300.

Experience the Extraordinary!

[2008 SCENIC 7 PROGRAM](#)



The Scenic 7 program is a regional initiative between communities and stakeholders on the north side of the Fraser River including Hope, Kent / Agassiz, Harrison, Mission, Maple Ridge and Pitt Meadows with additional representation from First Nations and the Fraser Valley Regional District.

Scenic 7 is designed as a marketing program that showcases the historical significance and scenic beauty of Highway 7 (Lougheed Highway) on the north side of the Fraser River between Hope and Pitt Meadows. Marketing tactics include a multi-panel map/brochure, which showcases the communities and key attractions along the route, an interactive website, kiosk signage along the route, participation in Consumer shows and a targeted advertising and media relations campaign.

Objectives of the Scenic 7 initiative include:

- Position Highway 7 as a valid alternative scenic route to Highway 1 between Pitt Meadows and Hope.
- Increased visitation and awareness of the communities on the north side of the Fraser River and all they have to offer in the way of attractions, festivals, culture, and more.
- A strong partnership developed between communities, stakeholder organizations, and all tourism related businesses.
- Longer stays and more money spent in the region.

Don't miss this opportunity to participate in this targeted new regional tourism marketing program!

For more information, contact Tourism Maple Ridge & Pitt Meadows TODAY at **604-460-8300**.



www.mapleridge-pittmeadows.com

Industry Development Opportunities

Ridge Meadows College-A division of School District#42



Professional Development and Workplace training for the Hospitality and Tourism industry at affordable rates!

Food Safe Basic and Level II, WHMIS, Building Service Worker Certification, Sign Language, Forklift Operator, H2S Alive: Petroleum Industry Training, Teaching English as a Second Language, WCB WorkSafe Certification programs, Leadership Development Programs, Supervisor Training Parts I II, Small Business Programs (Starting / Marketing / Accounting), Customized Curriculum available, Business English, Computer Applications, Traffic Control Person Certification, Hospitality Operations Certification (call to reserve a seat in a free information session), Summer Business Fundamentals and College Preparation.

Evening, full day, 1/2 day and weekend training to suit your needs. For complete course offerings, please call **604-466-6577**.

SUPERHOST

Look no further for affordable and effective customer service skills training for your employees!

We are currently offering the following full day and half day workshops.

Fundamentals (Full Day)

Teaches the five key SuperHost Fundamental commitments that help staff in front-line or customer service capacities "*go the extra mile*."

Solving Problems Through Service (Half Day)

Teaches participants how to use creative thinking to provide customer solutions in challenging situations.

Sales Powered By Service (Half Day)

Teaches the value of knowing your products & services to meet the needs of your customers.



Contact Tourism Maple Ridge & Pitt Meadows today at 604-460-8300 for details or to book a workshop for your employees!

Marketing Opportunities

ADVERTISING OPPORTUNITIES WITH VCM

Vancouver Coast & Mountains has up-coming co-op advertising opportunities in Northwest Travel.

Northwest Travel Magazine:

Issue date: May/June 2008 issue

Editorial Feature: Advertisers in the May 2008 issues of Good Housekeeping, Redbook & Woman's Day will be a part of a Vancouver, Coast & Mountains editorial feature highlighting "Girls' Getaways" to the region.

Circulation: 40,000

Estimated Readership: 175, 000

Space Deadline: February 18, 2008

Materials Deadline: February 20, 2008

<http://www.vcmvc.com/pdf/advertisingagreements/NorthwestTravelMayJune2008PartnerOpp.pdf>

ADVERTISING OPPORTUNITIES THE SEATTLE TIMES

The Seattle Times/Post Intelligencer will be launching their new monthly travel publications – TRIP on March 7th, 2008 with a feature on VANCOUVER, BC.

TRIP will cover travel experiences close to home and around the world with a fresh and adventurous outlook. The format will be tabloid, **full color** printed on extra-bright news print approximately 32 pages per issue. The target reader is upscale, highly mobile (nothing stopping them from travelling ie. kids, dogs etc.) adults aged 30-45 who have the desire to travel.

Circulation: 360,000

Space Deadline: February 25, 2008

Materials Deadline: February 26, 2008

Contact:

Lovleen Brar

Account Manager

Media West Advertising Inc.

p. 604-514-9198

f. 604-514-9128

lbrar@mwadvertising.ca

Experience the Extraordinary!

www.mapleridge-pittmeadows.com

Maple Ridge Arts Centre & Theatre

For tickets or more information on the following events, please call the ACT Ticket Centre at 604-476-2787

The Glass Menagerie

Tennessee Williams's semi-autobiographical masterpiece.

Sat, Feb. 9 & Sun, Feb 10, 2008 • 8pm

Luisa Marshall's TINA

A Rock N Roll Journey
Fri, Feb. 15, 2008 • 8pm



Ted & Marion Outerbridge

Magical Moments in Time
Comedy meets mind-bending illusions!
Sat, Feb. 16, 2008 • 8pm

Cadillac Sky

Cadillac Sky bridges the gaps between country, rock, gospel, celtic and progressive blue grass.
Thur, Feb. 21, 2008 • 8pm

Chilliwack

Bill Henderson and the band are rocking like never before.
Fri, Feb. 22, 2008 • 8pm

The Canadian Tenors

Let the Canadian Tenors transport you with their mix of classics, pop & folk.
Sat, Feb. 23, 2008 • 8pm

Maple Ridge Art Gallery

Mountains & Rivers

Tony Yin Tak Chu.
Mixed Media Paintings.
January 15-March 1



Partners: Share your news, events and happenings! Forward newsletter submissions to info@tmrpm.com by the 28th of each month and your info will be included in the next EXTRA newsletter.

Maple Ridge Library

Slumach's Gold

Rick and Brian Antonson

Wednesday, February 13, 7:00-8:30pm

Did you know there's a lost gold mine on Pitt Lake? Join us for information in British Columbia's greatest lost mine story. Hear about gold nuggets the size of walnuts and a hanged man's curse. Please register.

Twisted Tales – Family Evening Storytime

Tuesday, February 19, 6:45–7:15pm

Dress as your favorite fairy tale character and join us for a night of mixed-up storytime magic! No registration is required.

Manga Madness

Tuesday, February 26, 7:00-8:30pm

Mad about Manga? Learn how to draw your favorite Manga characters! All skill levels welcome. For teens in grades 5 & up. Registration is required.

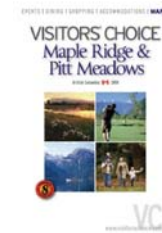
Herbs and Teas for preventative health care Judy Bennet

Wednesday, February 27, 7:00-8:30pm

Enjoy an evening of tea sampling and information presented by Judy Bennett Consultant Herbal therapist from Kelly's Tisanes and learn about the health benefits of rooibos, green, white, chai and herbal blends. Please register.

For more information and to register for programs please call 604-467-7417.

HOT OFF THE PRESS – MAPLE RIDGE/PITT MEADOWS VISITOR GUIDE



The 2008 Maple Ridge & Pitt Meadows Visitors' Guide has arrived!

This complimentary, full-colour, 40-page visitor guide is distributed throughout both communities and across BC, Alberta and the Pacific Northwest. Over 30,000 of the 2008 guides have been printed and feature local events, attractions, shopping, dining, accommodations, maps and much more. Copies of the 2008 Visitors' Choice are available at the Pitt Meadows Visitor Center and various locations in both communities.

Experience the Extraordinary!

www.mapleridge-pittmeadows.com