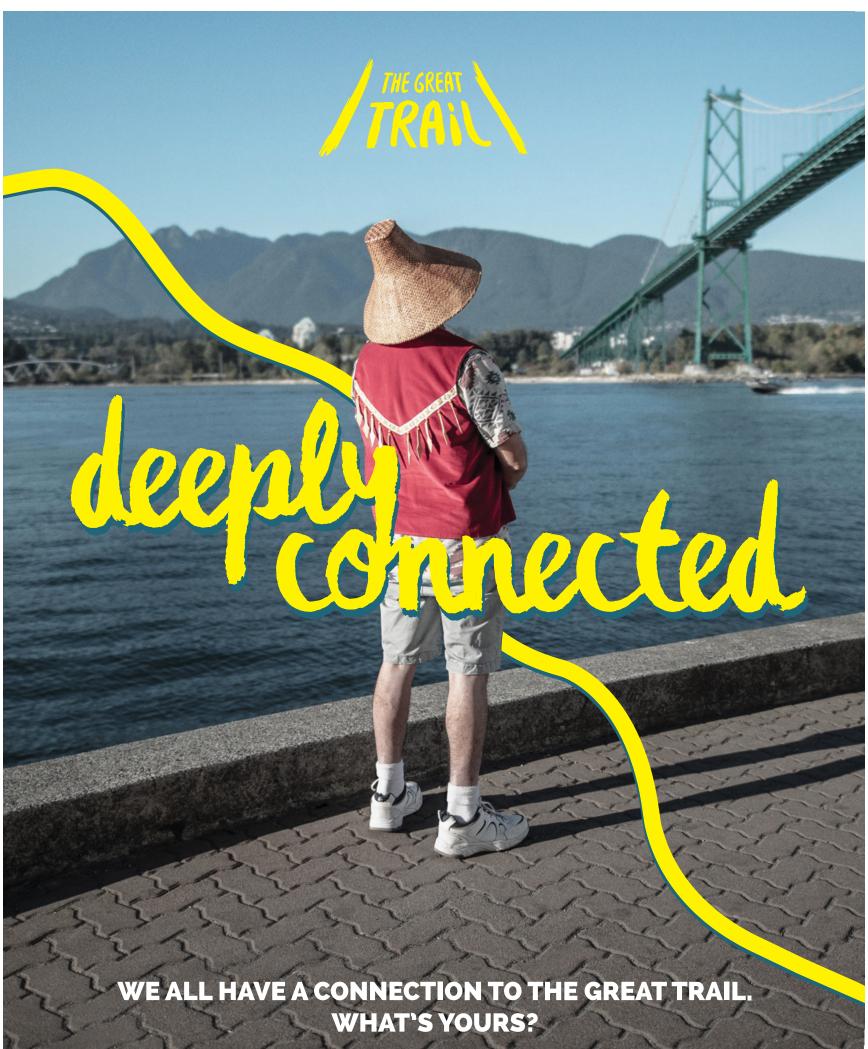
SATURDAY, OCTOBER 20, 2018

SPONSOR CONTENT

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Squamish Nation wood carver Darren Yelton says he is proud to have created markers for the Spirit Trail of North Vancouver (story on page 4). KALEN EMSLE

A TRAIL THAT UNITES ALL CANADIANS

A message from Valerie Pringle, TCT Foundation Board Chair

I am deeply connected to The Great Trail.

I was smitten 20 years ago when I first saw the thin red line on a map of Canada from the Atlantic to the Pacific and the Arctic oceans.

At first, it was just the idea of it – the bold vision of a recreational trail from coast to coast to coast that is open to all.

Today, the Trail is a brilliant way to get outside, spend time in nature and get some exercise, which we know makes us healthier and happier.

I, and many others, worked hard to connect the Trail from coast to coast to coast for Canada 150, and Today, the Trail is a brilliant way to get outside, spend time in nature and get some exercise, which we know makes us healthier and happier.

raised an astonishing \$83-million with the help of thousands of Canadians who love and believe in the value of this magnificent national project.

project.
And, now what?
Even though the Trail is
connected, it isn't complete. And
that brings us to the next phase
– the one where we breathe life
into that word 'connection' by
reaffirming our commitment to the
continued growth, enhancement
and preservation of The Great Trail.

If you're looking for a meaningful cause, if you want to leave something tangible for your children and your grandchildren, or if you've ever been moved to celebrate your connection to Canada, then I would heartily recommend that you invest in Trans Canada Trail and support



Valerie Pringle says she has experienced many unforgettable moments along The Great Trail. ROBERT NOWELL

the continued development of The Great Trail.

Now, my connection to this Trail is profound. It's love, actually.

There are so many moments I have experienced along the Trail that I will never forget. There was the joy I felt standing alongside the great-grandson of Chief Isadore on the Chief Isadore Trail in Cranbrook, British Columbia – a moment when history, culture and community all

came together.

There is the meditation that comes when I walk beside the Niagara River with my dogs.

It is a deep connection and an emotional bond with this country, and it is made possible by The Great

I would love all of you to discover it, use it and treasure it.



More than a line on a map

The Great Trail is now the world's longest network of recreational multi-use trails. It is the thread that connects communities and landscapes from coast to coast to coast, and it must be protected and cherished.

Your gift will help improve this national treasure for our future generations.

It's a legacy we can all be proud of!

TheGreatTrail.ca/give

1-800-465-3636







SATURDAY, OCTOBER 20, 2018 TCT2 · SPONSOR CONTENT

THE GREAT

So much more than

a line on a map.

Read about these people

and their connections to

The Great Trail in this feature.

DEEPLY CONNECTED

on the map and in spirit

Canada is now home to the world's longest network of multi-use recreational trails. a thread that links communities from coast to coast to coast. But it must be protected and enhanced. To ensure the Trail continues to capture the hearts and minds of both Canadians and visitors, Trans Canada Trail (TCT) is now setting out on a new campaign – Deeply Connected.

The strategic plan for 2018-22 includes preserving The Great Trail's legacy by developing new Trail sections and improving existing ones, converting roadways to greenways where Rodney Briggs possible, and supporting the repair of damage caused by natural disasters. Further goals include making the Trail more accessible



for seniors and people with disabilities, as well as continuing to work closely with Indigenous communities, Trail groups and partners at all levels.

That's where the new Capital Improvement

Plan, which supports Trail

comes into play. Generous

projects across Canada,

Gary Turnbull

Hartley Richardso

Mary Pat

Barb Trainor and her grandson Tom

Colin

support the work of selfless volunteers working to protect this Canadian treasure by

creating new Trail sections, and enhancing and improving existing ones.

donations have empowered TCT to

provide funding to almost 80 new

The development of an eight-

kilometre pedestrian trail in

communities of Mississauga

An additional goal is to

national Trail.

champion Trail use and create

awareness so that everyone

to join the thousands of valued donors who

can connect with Canada's

TCT invites Canadians

First Nation and Blind River in

The construction of a

walkers and hikers

pedestrian bridge for

along the West Bragg

Creek Trail in Alberta.

the hamlet of Tulit'a in the

Northwest Territories.

The creation of a new greenway that will connect the

Trail improvement projects this year. These projects include:

A RESOURCE FOR THIS AND FUTURE GENERATIONS

A message from Deborah Apps, President & CEO of Trans Canada Trail

Today, technology allows us to connect in ways we never thought possible; however, we continue to strive for a deeper meaning and connection. The Great Trail offers just that. Canada's national Trail gives us the opportunity to connect meaningfully with our majestic landscapes, our history and our sense of belonging.

Stretching over 24,000 kilometres, The Great Trail is the longest network of recreational, multi-use trails in the world, and it benefits Canadians in many ways. It strengthens our communities, it promotes our mental and physical well-being, and it deepens our understanding of what it means to be Canadian. It will help future gen-

It is important to recognize that the Trail is more than a line on the map - it means that Canadians and visitors have unprecedented access to experiencing Canada's geography, history and culture.

erations to know and understand Canada better.

Yet, the Trail's journey – 26 years in the making – is just beginning. Our efforts continue with the launch of the Deeply Connected campaign. The Great Trail is much more than a line on a map – it is the essence of who we are. And, as Canadians, we all have an opportunity to deepen our connection to Canada's national Trail, and to our country, by discovering it, using it and enjoying it, and by supporting it financially and through volunteerism.

Much work lies ahead to enhance Canada's national Trail, and we are grateful for the continued generosity of governments, corporate sponsors and individual Canadians. The federal government recently announced an important \$30-million investment through Parks Canada over the next four years.



Deborah Apps says the Trail gives Canadians and visitors unprecedented access to experience Canada's geography, history and

The Trail needs this kind of investment to sustain this national legacy for generations to come.

My connection to The Great Trail, as a first-generation Canadian, has truly enriched my life. The Trail connects me to a country that has given me so much and has afforded me so many opportunities, and this magnificent project has allowed me to give back, in a small way. Over the past 13 years of my involvement, I have had the good fortune not only to represent our national Trail, but also to work with enthusiastic supporters who share our vision of connecting our country from coast to coast to coast.

I encourage you to explore and experience the Trail - you will connect to something that really matters to you. The Great Trail is our shared legacy, a connection to our past and present, to our communities and to one another

PARTNERSHIPS WITH A LARGE IMPACT



Trans Canada Trail and Enterprise Holdings celebrated their partnership at an event in Toronto, JAG PHOTOGRAPHY

Enterprise Holdings

When Enterprise Holdings, which owns the Enterprise Rent-A-Car brand, explored giving back to local communities to mark its 25th anniversary in Canada, supporting The Great Trail was an obvious choice, says Steven Tudela, senior vice-president of the company's

Canadian operations. "Just like Enterprise, The Great Trail is a unique network that connects and strengthens communities. Since we're a leader in transportation, we see great alignment in a partnership that is focused on infrastructure and making roadways, waterways and greenways even more accessible, he says.

The Enterprise Rent-A-Car Foundation established the Enterprise Mobility Fund, which is dedicated to providing Canadians and visitors of different abilities increased access to our landscapes and heritage, says Mr. Tuleda.

In the months and years ahead, TCT will work to enhance the design and features that help to make it more accessible. Examples include installing guidewires to help users with visual impairments, upgrading surfaces and developing ramps and boardwalks to improve the experience for people with limited mobility, and developing accessible amenities for the benefit and comfort of all users

After living in Canada for nearly a decade and working with the

company's Canadian operation even longer, Mr. Tudela knows how much Canadians value nature and outdoor activities. "Our employees are excited to go out and explore," he says. "And, many of our customers come to Canada for the same

It's no wonder the partnership with TCT was welcomed with much enthusiasm from Enterprise's over 5,400 Canadian employees, says Mr. Tudela. Those living in the Toronto area came out to the Waterfront Trail to join a special event celebrating the gift.

'The first event in Toronto was one of our highlights of the year, and we are looking forward to this continuing partnership," he says. "We are set for the next five years with many projects that our employees are proud of."

Gary Turnbull

When Gary Turnbull talks about improving the Penniac Bay Shoreline Trail in Manitoba, his enthusiasm for this Trail section shines through. Thanks to the steadfast efforts of his local Trail group and TCT's support, a one-kilometre section of this spectacular trail will be moved from a busy roadway to a new greenway.

While Mr. Turnbull prefers to dwell on the contribution of others rather than his own role, it's clear that his passion was the driving force behind the team effort of

community members, donors and

agencies. Over the past 12 years, the South Whiteshell Trail Association and the community have built 100 kilometres of trail, but due to issues with funding and approvals, this remained the most conspicuous gap in our trail system," says Mr. Turnbull, who joined the board of the association after his retirement six years ago.

"I wanted to give back to the community, and have enjoyed the camaraderie, passion and dedication of like-minded people.

When Mr. Turnbull became president of the association, he wanted to "tackle a project that makes a difference," he says. "The gap is in a section where rocks were blasted off a cliff face when the original highway was built. People walking along that stretch currently have to use the edge of the narrow highway.

The community's stated goal was "to build a shoreline trail that offers beautiful views of the lake,' says Mr. Turnbull. A tremendous community effort followed. The local Chamber of Commerce provided seed funding to help secure TCT funding. A landscape architecture and design firm,



Gary and Shelley Turnbull see The Great Trail as part of their wilderness backyard. supplied

Scatliff+Miller+Murray, donated the initial design concept, and Stantec Winnipeg prepared an initial engineering plan free of charge.

"With the plans, we were able to get all the relevant provincial and federal environmental approvals," he says. And with a combination of funding from government, non-profit organizations and private sources, reaching the fundraising goal of about \$400,000 is well within sight, adds Mr. Turnbull. "Since the momentum is there. people are inclined to support the project."

What made it happen was the collective effort of citizens, organizations and different levels of government, says Mr. Turnbull, who adds that he uses and appreciates The Great Trail in all seasons.

"It's a highlight of our cottage, and we consider the Trail as part of our wilderness backyard. It also connects the communities in our area," he says. "I see my passion for the Trail as the best way of celebrating being Canadian.

Maghalie Rochette

In cyclo-cross (CX) competitions, racers speed over varied terrain, such as pavement, wooded trails, grass and steep hills, as well as stretches where they have to dismount and navigate obstructions while carrying their bike. What does it take to win such challenging races? For Maghalie Rochette, the journey towards her CX titles started with The Great Trail. That's where she, as a child, cycled to friends' houses, took part in active family outings and set up training courses to improve her performance.

Even today, she does most of her training on the Trail section that runs close to her home in Montreal – the southernmost stretch of the 235-kilometre rail trail called Le P'tit Train du Nord (Little Train of the

North), which is now a gravel path. "When I was young, we would get together with family friends, pack a picnic and ride our bikes to a place where we could rent kayaks. Then we would continue on the river, all along The Great Trail," Ms. Rochette recalls. "And, at age 10, I

set up courses where I could run and bike, and time myself. I was a

very motivated kid Having the Trail in close proximity has been a valuable resource, says Ms. Rochette, who won her first national title at the 2016 Canadian National Cyclo-cross Championships. "When I'm training for CX races, I use the Trail for easy spin and interval training or for getting to a bigger mountain bike network," she says. "On my [rare] days off, I pedal along more slowly, take time to look around and stop at the river. I really feel at home on the Trail."

Her active lifestyle and enjoyment of the outdoors create a strong alignment with the values of CLIF Bar, Ms. Rochette's sponsor, she says, "CLIF Bar is also a dedicated supporter of The Great Trail. Since my job depends on having places to ride, it really makes me very proud to be associated with that.

Ms. Rochette would like to encourage Canadians to "get out of the car, explore and experience the places along The Great Trail," she says. "When you're on foot or on the bike, you see things from a different angle. It really makes you feel better. It makes you smile.



Cyclo-cross (CX) champion Maghalie Rochette uses the Trail for everyday training as well as relaxation. M. TRAPPE

SATURDAY, OCTOBER 20, 2018 SPONSOR CONTENT • TCT3

CANADA'S TRAIL-BUILDING LEGACY

Making a passion for the outdoors part of our way of life

A message from Neil Yeates, Chair of the TCT Board

Trail-building has always been an important part of Canada's heritage. A country as big as ours would remain largely impenetrable without the efforts of generations of trail-builders – from Indigenous people, pioneers and explorers to dedicated agencies and trail associations.

A passion for the outdoors is deeply ingrained in what we have come to see as the Canadian way of life. Building on this foundation, Trans Canada Trail (TCT) is committed to providing people with opportunities to connect with one another as well as with the Canadian landscape.

Like many Canadians, I personally treasure the time I spend on The Great Trail. My wife and I often cycle along the Trail near the Ottawa River, enjoying sights like the Rideau Canal, Parliament Hill, the Canadian War Museum and the lovely views of Gatineau across the river. I also love venturing into the wilderness, especially when I hike along the

With such a
wide variety in
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– The Great Trail
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different interests,
abilities and
preferences.



Neil Yeates says that connecting the Trail wasn't the end of our journey

— it just marked a transition into the future. CHRIS ISTACE

Trail in the Rocky Mountains.
Just over 12 months since our cross-Canada connection, we're thrilled to see more and more Canadians becoming aware of The Great Trail. Most recently, the Royal Canadian Geographical Society chose to bestow their prestigious Gold Medal to the Trail in recogni-

tion of our efforts over the past 26 years. Our achievements are thanks to countless donors, volunteers, Trail groups and all levels of government. In particular, I'd like to thank the TCT Board and all our past board directors for their valued contributions over the years.

With such a wide variety in

experiences, scenery and activities – including cross-country skiing, hiking, cycling, paddling and horse-back riding – The Great Trail offers something for people with different interests, abilities and preferences. Nevertheless, we know that the Trail can be even better, and we continue to fundraise to support its enhancement.

This year, we published our new strategic plan for 2018 to 2022. Our plan involves developing new Trail sections that showcase the majestic beauty of Canadian landscapes, converting roadways to greenways where possible, and assisting in the repair of damage caused by natural disasters. We are also working to increase accessibility and strengthen our bonds with Indigenous communities, Trail groups and partners at all levels, as well as with tourism associations.

I feel a great sense of gratitude for the Trail whenever I enjoy a section of it across Canada. I invite you to use the Trail as well, no matter where you are, and to discover your own connection to it.

UNITING PEOPLE AND COMMUNITIES

Mary Pat and Bob Armstrong value the Trail near their home in Caledon as a safe (and hill-free) place for walking, cycling and cross-country skiing. They have been active supporters of Trans Canada Trail for over two decades, since attending the opening of the newly installed pavilion on the local section in 1997.

The Armstrongs became governor program donors in 2012, and later stepped up their support in the push to fully connect the Trail in 2016 and 2017. "We believe it's a wonderful idea to have a national Trail in a country that is often divided on a number of issues, and we loved seeing the Trail connected with the support of so many passionate people," says Bob, who was also thrilled to spot the sign marking the beginning of the Trail on a recent visit to Nova Scotia.

"The concept of stretching from sea to sea to sea is very compelling," says Mary Pat. "But our continuing desire to support the Trail comes from our close and personal connection to the local portion. We really use it regularly."

The Armstrongs enjoy sharing

their fond memories of using The Great Trail. They talk of seeing horses along the stretch that passes the local equestrian centre, where the Pan American Games were held in 2015, and being reminded of the time when milk and vegetables were delivered to their childhood homes by horse-drawn carriages, or of having a treasured personal discussion on a walk with their then-15-year-old grandson.

en-15-year-old grandson. "We live in a fast-paced world, but when you are on the Trail, you slow down," says Bob, adding that it allows you to connect with nature as well as the people you encounter. "On an hour-long walk, we may meet 30 people, and there is a tendency to stop and chat with people we otherwise wouldn't connect with. It brings the community together."

"The Trail ties us together and reminds us of how lucky we are to be Canadians."



Mary Pat and Bob Armstrong value the Trail near their home in Caledon as a place for walking, cycling and cross-country skiing. **SUPPLIED**

'ALWAYS A DELIGHT TO SPEND TIME IN NATURE'

When Rodney Briggs welcomes visitors to his North Vancouver home, he likes to introduce them to one of his favourite places: the Capilano Canyon. "We take everyone who comes to visit on the Trail, and they are all blown away that we have this amazing resource and access to

The Great Trail near the Capilano River, which flows through one of the Vancouver area's four canyons, offers splendid views of water rushing over rock in a lush rainforest setting.

nature so close to our home," says

Mr. Briaas.

One of Mr. Briggs's most memorable moments on the Trail is hiking in this area after heavy snowfall, a rare occurrence in the local, moderate oceanic climate, he says. "The ground and the trees were covered in snow, and the winter wonderland was guite a gight to see."

land was quite a sight to see."

As a leadership donor, Mr. Briggs has generously supported the development of The Great Trail since 2017 and believes opportunities to enjoy the outdoors are immensely valuable. "The reason I support the Trail is because I think it is very important that people go out and be exposed to nature, especially in this day and age of increasing digitalization," he says. "Connecting and improving The Great Trail has made it easier for individuals, families, friends or groups to have access to

these kinds of experiences."

Mr. Briggs also believes The Great Trail can help to attract more visitors to Canada – and create awareness about and appreciation for its natural beauty. "Knowing that the Trail is there encourages us to see more of Canada," he says.

"In the Yukon, you can hike in the middle of nowhere. Along other parts of the Trail, you can walk or bike in urban settings. But the main point is, you are active and you connect with nature," says Mr. Briggs. "I often travel and spend a lot of time on airplanes or in megalopolises. For me, coming home and being able to spend time outside is always a delight."



Rodney Briggs believes knowing that the Trail is there encourages us to see more of Canada. SUPPLIED

TRAIL TALK:

A conversation between a grandmother and grandson

Barb Trainor describes herself as an outdoors person. In her home province of Prince Edward Island, the 70-year-old grandma loves to cycle, hike and ski. The local section of The Great Trail – known as the Confederation Trail – is a part of her daily life. She is both a volunteer and a Trail user.

"When I'm on the Trail, I get lost in nature. Sometimes I have to look up and figure out where I am," says Barb, who is the former president for Island Trails (an organization devoted to promoting, developing and maintaining trails in PEI) and the current PEI representative on the Trail Partner Advisory Council for The Great Trail.

Prince Edward Island was the first province to fully connect its section of The Great Trail, inaugurating the Confederation Trail nearly 20 years ago. These days, in a region historically renowned for *Anne of Green Gables* and potatoes, the local Trail section has become one of the province's hottest tourism products. And, local stakeholders are charged to not only maintain

the Trail, but to extend and

improve it.

Hoping to inspire the next generation, Barb likes to spend time with Tom, her 10-year-old grandson, on the Trail. This is what they talked about as they walked along the Confederation Trail this summer:

Tom: Nana, why did they start doing the Confederation Trail?

Barb: The idea for the Confederation Trail came in 1989 when rail lines were abandoned in Prince Edward Island. There was a man named Donald Deacon who had the idea that we could build trails on these rail beds.

Tom: How long did it take to build the Confederation Trail?

Barb: We're still building. However, it did actually open in 2000. They began construction in 1994, so it took about six years to develop the Trail from tip to tip. But we're still building. We still have pieces that we're connecting, and we're add-

ing new pieces all the time.

Tom: Why is your favourite part from Kensington Park to Charlotte-

Barb: Because of the colours; they're magnificent. And why do you think people should visit the Confederation Trail?

Tom: People should go to the Confederation Trail because maybe it's a place where you've never been. And because you want to go over the island without using your car. You can bike everywhere. The Trail is 273 kilometres from Tignish to Elmira.

Barb: [looks impressed]

Tom: While you're there, you can check out some cool stores. A kilometre down the road, there's a convenience store where you can get some water, have lunch and then get right back out on the Trail. Also, there are nice spots where you can have a picnic.

In section of the sec

Barb Trainor likes to spend time with Thomas, her 10-year-old grandson, on the Trail. DANIEL BAYLIS

FINANCIAL ADVICE FOR GIVING

Whether it's a small donation or a large bequest, a gift to a charity or non-profit foundation can make a significant difference in how effectively these organizations achieve their social goals.

If you're considering a gift to a favourite cause, be sure you understand all the implications, especially if you plan to make a donation of significant value.

"How you give goes a long way to maximizing value for you and your charitable or non-profit organization," says Scott Evans, financial advisor at Vancouver-based BlueShore Financial. "It's important to make these decisions with the broader picture in mind since how much is given can impact lifestyle, tax and estate planning, and family legacies."

Consider the following giving suggestions from Mr. Evans and Ian Fraser, a legacy advisor and charitable estate planner in Kingston, Ont.

 Give towards what's meaningful to you. A donation is most rewarding when it supports a cause that's aligned with the values of the donor.

"We encourage donors to consider the various areas of life that are important to them," says Mr. Fraser, whose company, PhilanthroPlan, offers a planned giving calculator and proposal software for donors, charities and advisers. "Think about how your gift can advance something that you're passionate about."

• Consider how your gift will affect your family. Charitable acts have a personal and financial impact on a donor's lifestyle, tax and estate plan, as well as on family legacy. It's important to make these decisions with the broader picture in mind, says Mr. Evans at BlueShore

"Use family gatherings to express which causes will be supported and why," he says. "These gatherings can also be used as a way to align multigenerational interests together if the discussion centres around how a charitable gift reflects family values."

Understand how it fits into your overall financial plan. Like any
part of a financial plan, a donation strategy has to be flexible to
adapt to changing life circumstances and desires.

"We advise making savings an automatic monthly habit, and you can do the same with charitable donations," says Mr. Evans. "Many of our clients find it easy and convenient to set up a monthly contribution to their preferred charities."

 Take advantage of tax saving opportunities. The steady rise in stock markets in the U.S. and Canada over the past 10 years means that many investors hold shares that have increased significantly in value. Selling these shares would result in a tax liability equal to half of the increase. Donors who transfer shares to a charity do not have to pay capital gains tax on the increased value of their investments. And, they will receive from the charity a tax receipt equal to the value of the shares on the date of the transfer.

RESPECT FOR THE LAND, THE PEOPLE

Indigenous communities embrace opportunities along The Great Trail

Darren Yelton sees The Great Trail as an opportunity for people to learn about his culture. The Squamish Nation wood carver is one of many Indigenous people who, in various ways, welcome visitors to the 24,000-kilometre

The cedar-based welcome designs, located at Waterfront Park in North Vancouver, symbolize that all people can use The Great Trail in peace and friendship, explains Mr. Yelton. Each carving is a story, with the salmon representing nourishment and white doves representing peace. Two elders are also present, specifically grandmother and grandfather figures.

The grandparents are strong figures – they symbolize respect," says Mr. Yelton. "If I see any elders, I greet them as I would



Darren Yelton, a Squamish Nation wood carver, learned to carve from his father and continues a lineage that goes back over 10,000 years. DANIEL BAYLIS

greet my grandparents. This is part of my culture."

He learned to carve from his father, continuing a lineage that goes back over 10,000 years. "As a carver, I enjoy keeping my culture alive where my father left off," says Mr. Yelton, whose ancestral name K'na'kweltn means "he who is good with tools and works to save the future of his people.

In addition to representing Indigenous culture in postresidential school Canada, the carvings serve to welcome visitors. Traditionally, the Squamish Nation (along with other Coast Salish peoples) kept carvings in front of their homes or above their doors as welcome symbols.

Mr. Yelton adds, "I call them markers, because [they let] the public know that this was once Squamish territory.'

Along with opportunities to see Indigenous art, enjoy educational activities and access nature, people using The Great Trail often seek out services related to food and accommodation, which can mean economic development for the hundreds of small communities – many of them Indigenous communities – situated along the

Located in the Northwest Territories, the Dene community of Tulit'a is an example where attracting travellers has enhanced the local economy. The hamlet of 600 people is located at the confluence of the Great Bear River and the Mackenzie River, a strategic location where those embarking on long-distance paddling adventures can rest and restock.

Tulit'a – where 90 per cent of residents have Indigenous heritage - recently unveiled a campground that offers picnic tables, fire pits, bear-proof garbage cans and other amenities. A newly constructed Trail section leads to the heart of the village, where visitors can replenish supplies, participate in guided cultural experiences and visit historic sites. This past summer saw 220 visitors, a number that might seem small compared to other Canadian destinations, but means significant economic spinoffs for Tulit'a.

With The Great Trail comes the potential of welcoming visitors, and that is something many Indigenous communities embrace, for cultural and economic reasons, as well as for the opportunity to enhance mutual understanding and appreciation. In other words: respect for the land and respect for the people.

JOIN THE HUNT FOR TREASURE ALONG

THE GREAT TRAIL

Canadians with a sense of adventure and a knack for treasure hunting can take part in The Great Trail Treasure Hunt Contest until the end of October. The cross-Canada contest celebrates the one-year anniversary of the Trail's connection, and features 100 treasure boxes hidden along The Great Trail for participants to find. The first person to find each box is rewarded with a \$100 gift card for Mountain Equipment Co-op (MEC), as well as a one-year magazine subscription to Canadian Geographic.

However, those who locate treasure boxes that have already been found still have a chance of winning some amazing prizes. They can simply follow the instructions on the box and enter a weekly draw for prizes like a \$250 MEC gift card, a Nikon camera, a giff card

for KEEN Footwear, and a SPOT X 2-Way Satellite Messenger device. With the contest ending on October 31, there's still plenty of time to ioin the fun.





Check out some of the successful treasure hunters along The Great Trail and what they found: (from left) Sarah Pitcher, East Coast Trail, Blackhead, Newfoundland (Box #7); Brian Hwang, West Bragg Creek Trail, West Bragg, Alberta (Box #99); the Wood family (Darryl, Sarah, Joshua, Jackson, Molly the dog), Jitney Trail, Pictou, Nova Scotia (Box #28)

Japman Bajaj

- Neil Yeates, Chair
- Eric Gionet
- · James Goulden
- Graham Green
- Michael Lindsay
- Michele McKenzie
- · Emma Mohns
- Valerie Pringle
- Robyn Seetal
- Gill Winckler
- · Kim Wynn

INCREASING

ACCESSIBILITY, CONNECTIONS

In the heart of Winnipeg, Manitoba, The Forks is a historic meeting place that continues to bring people from all walks of life together to share experiences, perspectives and values. The power to connect people motivates the operation and growth of NFI Group, which recently sponsored the installation of The Great Trail donor signage at

Looking back, some of the earliest ways to experience Canada were on a bus, and we are proud to have been part of the memories of Canadians taking in their first sights and sounds of the beauty

and terrain of our country," says Paul Soubry, president and CEO of NFI Group, formerly known as New Flyer Industries. "A bus window was really the gateway to enjoying the journey, and today, while the ride may be a little more comfortable, many of the sights are the

As North America's largest manufacturer of buses and coaches, NFI Group traces its origin to Winnipeg in 1930. The company has experienced tremendous innovation and technological advancement since building its first buses in the 1930s, according to Mr. Soubry. "Today, our buses help people move from home to work and everything in between, and they do so with full accessibility for every person," he says. "Our prov-

ince and country have afforded us significant opportunity over the past nine decades, and [supporting The Great Trail] is our way of giving back and saying thanks."

NFI Group helps Canadians to reach their destinations, says Mr.

that takes you to The Forks to the highway coach that carries you to a new province," he explains. "Get out and explore – and take vour friends and family with you. Memories are best when shared

step of the way, from the city bus

\$1,000 to \$9,999*

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For many years, well known

Canadians have lent their energy and enthusiasm to help us build the Trail. We thank them for their invaluable assistance and are thrilled to welcome the following champions. For a

full list of champions, visit:

thegreattrail.ca/champions.

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The goal of connecting people motivates the operation of NFI Group as well as the company's support of The Great Trail. SUPPLIED

WHAT IT TAKES

The Great Trail is a testament to the collective passion of Canadians across the country who have contributed to making the vision of Canada's national Trail a reality. TCT would like to recognize the contributions of the following retir-

• David Aisenstat Jim Bishop

ing directors:

- Jasmine Brown Anthony Graham David Hoffman
- Pierre Lassonde Hartley Richardson
- Bruce Simpson Wendy Southall

"I am fortunate to have been involved in this iconic national legacy project since 2008, and even though I will soon be retiring as co-chair of the TCT Foundation, I will always cherish the experiences I have had," says Hartley Richardson. Mr. Richardson also co-chaired TCT's successful Chapter 150 Campaign with Valerie Pringle, who will continue on to lead the Foundation for the next three

Thanks to the dedication of these individuals, as well as current and former board members, this national legacy project is thriving.

Soubry. "We'll be there every

with loved ones.

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