

FOR IMMEDIATE RELEASE

BARKERVILLE announces generous support of inaugural 2010 corporate sponsors

BARKERVILLE, BC, July 8, 2010 – Two of the biggest names in British Columbia's north-central interior business community have come forward to sponsor portions of Barkerville's 2010 summer season.

During a private gala reception that took place at Barkerville to celebrate the historic town's 2010 Theatre Royal opening night performances in June, Barkerville Heritage Trust incoming Chair Sue Morhun gratefully acknowledged the presence and support of *The Prince George Citizen* Publisher Hugh Nicholson and *Scotiabank's* Quesnel Branch Manager Brian Harrison, who were in attendance representing Barkerville's inaugural 2010 corporate sponsors.

"It seems particularly appropriate that the world's current economic challenges should foster relationships between three historic Canadian institutions," said Ms. Morhun. "We are delighted to be standing here today, in Barkerville, with such devoted supporters of our Canadian heritage."

"We are excited to have these organizations on our side, and look forward to working with them – and with many others - in the months and years to come."

Ms. Morhun revealed that *The Prince George Citizen*, a daily newspaper first established in British Columbia's northern capital in 1916 (now owned and operated by Canada's Glacier Media, Inc.) had become Barkerville's exclusive Print Media Sponsor – Prince George Area for the 2010 season. The sponsorship will allow Barkerville to further its advertising, marketing, and communications reach through increased presence in a variety of *The Prince George Citizen's* publications, community events, and public displays.

"When I first came to Prince George from Ontario a few years back," said *Citizen* Publisher Hugh Nicholson. "One of the first things my family and I did was come to Barkerville."

"I realized then what an important part of our national identity Barkerville really is - and I am now very pleased to offer *The Prince George Citizen's* support in delivering that message to the rest of the world through our regional daily newspaper, specialty publications, and global web-based resources."

The Quesnel Branch of *Scotiabank*, added Ms. Morhun, has graciously come on board as Financial Sponsor for Barkerville's 2010 Dominion Day Celebrations.

“We are very proud to be Barkerville’s 2010 Dominion Day sponsor,” said Branch Manager Brian Harrison. “The very first Canada Day celebrations in history took place right here - on William’s Creek - on July 1st, 1868.”

“*Scotiabank* understands that it is part of our corporate social responsibility, as well as our commitment to the regional community, to help ensure those celebrations continue well into the 21st-century.”

One of North America's leading financial institutions and Canada's most global bank, *Scotiabank* welcomed its first customers in Halifax, Nova Scotia, in 1832.

As a symbolic affirmation of the historic roots shared by *The Prince George Citizen*, *Scotiabank*, and BC’s Gold Rush Town, Barkerville’s new corporate partnerships were officially announced to the public on July 1st – Dominion Day – as part of the opening ceremonies of the 2010 BC Provincial Heritage Fair.

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ABOUT BARKERVILLE HISTORIC TOWN

BARKERVILLE HISTORIC TOWN is the largest historic site in western North America (www.barkerville.ca). Barkerville is provincially, nationally and internationally recognized for its historic significance associated with its place in western Canada’s gold rush era and the role the gold rush played in BC joining Canada. Barkerville is widely known as a “must see” for travel itineraries in western Canada. The historic town is also a significant contributor to the Cariboo regional economy and is widely regarded as a unique component of the regional identity.

The Barkerville Heritage Trust, as Barkerville’s operating and managing partner, works in conjunction with the Province of British Columbia, the owner and statutory guardian of Barkerville’s heritage resources, to ensure that Barkerville is efficiently managed, entertaining and educational to visitors, and financially stable as the premier heritage resource and tourism attraction for the Cariboo. The ultimate aim is to maintain and enhance Barkerville’s position as a nationally significant heritage resource and tourism attraction for British Columbia and Canada.

Barkerville is situated 80 km east of Quesnel, British Columbia in the foothills of the Cariboo Mountains, close to Troll Mountain Ski Resort and Bowron Lake Provincial Park. The nearby community of Wells (8 km from Barkerville) is the service and housing centre for the area (www.wellsbc.com) and is itself a dynamic cultural community, home of Island Mountain Arts, the acclaimed Toni Only Artists’ Project, the International Celtic Harp School (www.imarts.com), the dynamic indie music festival ArtsWells (www.artswells.com), and the Sunset Theatre (www.sunset-theatre.com). Wells is also situated close to a wide variety of winter and summer outdoor activities

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