

FOR IMMEDIATE RELEASE

JAMES DOUGLAS to help govern Barkerville's marketing plan

Barkerville BC, July 7th, 2009 - Barkerville Historic Town – Canada's largest and most exciting Gold Rush heritage attraction – has selected **James Douglas** as its new Marketing and Communications Specialist.

Reporting directly to Robin Sharpe, Manager of Marketing and Visitor Programs, Douglas will assist in the development and implementation of Barkerville's marketing plan, including web-based promotion, creating and building brand recognition, and developing strategies to build site visitation.

Douglas returns to Barkerville from Royal Roads University in Victoria, where for the past three years he was Heritage Interpretation Specialist and Coordinator of Interpretive Services for Hatley Park National Historic Site, responsible for the planning and production of heritage-related public, corporate and university events, as well as public education and outreach.

In addition to Hatley Park and Royal Roads, Douglas has professional experience with many of BC's most notable cultural and heritage organizations, including the Royal British Columbia Museum, the BC Provincial Capital Commission, Heritage BC, Interpretation Canada, and the Barkerville Heritage Trust. He has worked closely with provincial and regional destination marketing organizations, community-based economic development organizations and specialized heritage-marketing groups, and has helped develop and market tour packages and travel experiences with national destination management companies, international carriers, and provincial tour operators.

Although he shares no known kinship with BC's most famous James Douglas – the province's first governor - Barkerville's new Marketing and Communications Specialist may still have a familiar face. He is perhaps best known to BC audiences as the on-air host of Shaw TV's BC150 Years documentary series – produced by the Provincial Capital Commission in 2008 – but Douglas is also proud to acknowledge that his heritage career began with seven summer seasons working as a costumed historical interpreter... on the streets of Barkerville Historic Town!

Douglas, who will relocate his family to the Wells-Barkerville area from Vancouver Island in July, says this about his first interpretive gig: "My early experiences as an interpreter in Barkerville instilled in me a passion for BC's history and people that has never waned, and everything I have done since has benefited from that passion. Returning to Barkerville is like coming home for me and I look forward to sharing my home with the rest of the world."

Judy Campbell, Barkerville's Chief Executive Officer, says of Douglas's appointment: "James has a proven track record in public presentation and community outreach, a unique professional knowledge of Barkerville and its programming, and the ability to help increase both our annual visitation and in-market brand recognition. This mixture should prove immediately advantageous to the implementation of Barkerville's marketing plan, as well as our ongoing media relations."

Douglas is currently finishing a master's degree at the University of Victoria, has been Artistic Director of the BC Legislative Assembly's renowned *Parliamentary Players* historical interpretation program since 2005, and is general manager of *Histrionics*, a consulting interpretive theatre company he co-founded in 2000. As Barkerville's new Marketing and Communications Specialist, he looks forward to focusing more than a decade of professional experience and concentration on his favourite subject – Barkerville – and invites everyone to come see why “BC's Gold Rush Town” is also BC's ultimate family vacation destination!

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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 Onley 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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