

Trans Canada Trail

KEY MESSAGES – JULY 2019

Mission: We will promote and assist in the development and use of The Great Trail – created by Trans Canada Trail and our partners – by supporting success at the local level in the continued improvement and enhancement of this national network.

ABOUT THE GREAT TRAIL

- Our ambitious dream of a cross-Canada network of trails is now a reality. Stretching for more than 24,000 kilometres and profiling Canada’s diverse landscapes and communities, **The Great Trail of Canada is now the world’s longest network of recreational multi-use trails**. Reaching this bold goal, nearly 25 years in the making, was achieved with the help of our partners, donors, volunteers and all levels of government.
- The Great Trail touches over 15,000 communities; 80% of Canadians are within 30 minutes of the Trail.
- Moving forward, Trans Canada Trail’s mission will be to continue to enhance and improve the Trail. This plan involves:
 - **Developing new Trail sections** so that Canadians and international visitors can experience even more of our country’s breathtaking diversity
 - **Improving the Trail** by adding amenities such as benches, restrooms, guidewires and docks that will make it more accessible for seniors and people with physical disabilities
 - **Converting roadways into greenways, where possible**, for a better cycling, walking and hiking experience
 - **Funding emergency repairs** to the Trail when damaged by floods, fires, storms or other natural disasters

WHAT DOES CONNECTION MEAN?

- On August 26, 2017, Trans Canada Trail (TCT) along with volunteers, partners and supporters, celebrated the **cross-Canada connection of The Great Trail**.
- The Great Trail is a **living symbol of national collaboration** and it is thanks to the contributions of our donors, volunteers, partners and all levels of government that this dream of bringing millions of Canadians together is now a reality.
- We are so grateful to our supporters for what they have helped create – a national trail network that encourages Canadians and visitors to discover (and rediscover) our beautiful Canadian landscapes.

IS THE TRAIL COMPLETED?

- The Great Trail is connected, but our work to protect and enhance the Trail does not end now. Long-distance trails like ours will always require further development and care in order to thrive, and TCT is committed to supporting efforts to maintain and improve Trail sections across Canada.
- That is why we are so grateful to the federal government for their latest commitment of \$30 million to support the Trail's development, as well as the ongoing generosity of thousands of donors.

WHAT IS THE *DEEPLY CONNECTED* CAMPAIGN?

- Now that the Trail is connected, it's time for the next phase. We continue to raise funds and awareness by reaffirming our commitment to the continued growth, enhancement and preservation of The Great Trail with a new campaign. We call it *Deeply Connected*.
- With *Deeply Connected*, we will be focused on three main areas: Legacy, People and Places
 - Our commitment to The Great Trail's **legacy** reflects our efforts to support our Trail partners and volunteers who work hard to repair damage caused by natural disasters, and to turn roadways into greenways, where appropriate. This work will never end.
 - Our commitment to **people** reflects our ongoing work to make the Trail more accessible. It also means installing adapted signage for those with visual impairments, and working closely with Indigenous communities to create new experiences and share their stories.
 - And our commitment to **places** means we recognize that the Trail is ever evolving. We remain committed – along with our federal, provincial, territorial, municipal, and Indigenous partners – to developing new Trail sections and connecting more communities.
- After all, meaningful connection is a central idea of The Great Trail. The Great Trail is more than a line on a map; it is the very essence of who we are.

WHAT IS THE DIFFERENCE BETWEEN TRANS CANADA TRAIL AND THE GREAT TRAIL?

- Trans Canada Trail continues to be our corporate name as a not-for-profit entity, while The Great Trail is the physical trail network, the product that is delivered in conjunction with our Trail partners, as well as our marketing partners and corporate sponsors.

WHY ARE SOME SECTIONS ON ROADWAY?

- The Great Trail is ever-evolving and TCT remains committed to supporting the development of greenways across the network, where possible. In some areas, roadways are interim links until greenways can be developed; in others, they are currently the only feasible route of The Great Trail. When choosing roadways, **TCT works in consultation with our partners and roadway authorities.**
- The use of roadways is not unique to TCT. TCT's roadway strategy is similar to that taken by other major trail networks such as the Waterfront Trail (Ontario) and the Empire State Trail (New York).