



# Media Kit

Let's tell your story on the world's longest network of recreational multi-use trails



Trans Canada Trail  
Sentier Transcanadien



## What is The Great Trail of Canada?

### TRAIL STATS

The Great Trail of Canada is the **longest network of recreational multi-use trails in the world**, linked by greenways, roadways and waterways. Whether travelling east, west, north or south, The Great Trail – created by Trans Canada Trail (TCT) and its partners – offers the natural beauty, rich history and enduring spirit of our land and its peoples.

Moving forward, TCT will continue to **enhance the Trail and preserve it for future generations**. This involves **adding** new Trail sections, **converting** interim roadways to greenways, making the Trail more **accessible** and **funding** emergency repairs. We will also **strengthen our relationships with Indigenous communities** and work with them to share their stories and heritage.

On August 26, 2017, The Great Trail was connected from coast to coast to coast. But our journey isn't over – in fact, **we're just getting started!**

TCT is a **not-for-profit organization**, and depends on the generosity of **individual and corporate donors**, as well as **all levels of government**.

Over **24,000** kilometres on land and water

Over **400** Trail sections across Canada

Almost **500** local groups involved

Over **15,000** communities connected by the Trail

**80%** of Canadians live just 30 minutes away from a Trail section



Connecting  
**Canada**  
from coast to coast to coast



# Where will the Trail take you?

## MANITOBA

---

Manitoba has the exposed rock surfaces and animal species that are characteristic of Canada's taiga; it's a land of bison and bear, of field and forest, of snowdrift and summer sunshine.

.....



## PRINCE EDWARD ISLAND

---

While Anne of Green Gables continues to be the island's shiniest tourism attraction, the Confederation Trail is gaining ground. People from around the world are coming to experience it.

.....



## QUEBEC

---

Le P'tit Train du Nord – a linear park constructed from a former rail line – is arguably the jewel in Quebec's crown of trails. Open in all seasons, this section of The Great Trail offers the opportunity to explore the Laurentians while breathing fresh, evergreen-infused air.

.....



Visit [TheGreatTrail.ca/travel](https://TheGreatTrail.ca/travel) for more inspiration

We're here  
to help you!

### NEED PHOTOS?

---

You can find a variety of rights-free photos via [this Dropbox link](#).

**PLEASE NOTE:** If you require images for commercial purposes (e.g. a book that you plan to sell), please contact our media team directly.

.....



### CONTACT US

---

Our Communications Advisor, Jane O’Faherty deals with all specific requests from media. To talk to her directly, please email [jofaherty@tctrail.ca](mailto:jofaherty@tctrail.ca).

You can also reach out to any member of our team by emailing: [media@tctrail.ca](mailto:media@tctrail.ca).

.....



### FOLLOW THE TRAIL

---

    @TheGreatTrail

.....



Visit [TheGreatTrail.ca/media](https://TheGreatTrail.ca/media) for more details