



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.



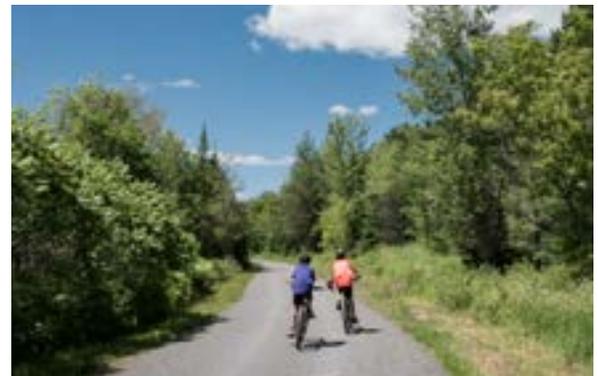
PRINCE EDWARD ISLAND

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 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.

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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.

You can also reach out to any member of our team by emailing: media@tctrail.ca.

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