



For Immediate Release
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Tourism region builds on the global sustainable designation and forms an Industry-led Steering Committee

The designation reflects a commitment to sustainable tourism development in Cariboo Chilcotin Coast.

Secwépemc Territory (Williams Lake, BC) – Cariboo Chilcotin Coast Tourism is marking Earth Day 2022 by further enhancing sustainability in the local tourism sector with the launch of an industry-led committee focused on sustainability.

The new ten-member committee builds on last month's announcement that the region had become North America's second Biosphere Certified Destination.

"With the constant dedication to sustainable tourism by our operators and communities, every day is like Earth Day on the Cariboo Chilcotin Coast," said Glenn Mandziuk, Interim CEO of Cariboo Chilcotin Coast Tourism. *"The volunteers taking up a role on the new Sustainable Tourism Advisory Committee will ensure our tourism sector maintains its Biosphere Certified Destination and help us keep responsibly growing the sector."*

The committee is industry-led and will provide CCCTA with strategic advice around sustainable tourism. The newly appointed members are:

- Amber Gregg - Cariboo Chilcotin Conservation Society
- Bridget Orsetti - Spirit Bear Lodge
- Camille Sangarapillai - Invasive Species Council of British Columbia
- Josie Dix - Bella Coola Heli Sports & Tweedsmuir Park Lodge
- John Walker, RPF - Williams Lake First Nation (Forester Stewardship)
- Jonny Bierman - Eco Escape Travel
- Julie Gilmore - South Cariboo Visitor Center
- Melissa Normandin - Central Cariboo Arts + Culture Society (CCACS)
- Tim Milne - Ridelounge Productions Ltd.
- Rehan Siddiqui – Cariboo Chilcotin Coast Tourism and Chair of the committee

In the Cariboo Chilcotin Coast, sustainability is a way of life that's been important for thousands of years. Indigenous peoples, local ranchers, farmers, and modern tourism operators have acted as stewards of the land for generations.

"I want to thank each of these new committee members for being willing to help guide the industry and sustainability efforts across the region," said Andre Kuerbis, Chair of the Cariboo Chilcotin Coast Tourism Association board. *"Like everyone else at the CCCTA, I'm excited we're continuing to grow tourism sustainability in a region with so much to offer, from the Gold Rush Trail to mountain bike trails, outdoor adventure, and the home of B.C.'s provincial mammal, the Spirit Bear."*

More information on the committee is available at:

<https://industry.landwithoutlimits.com/resources/uploads/2022/02/Sustainable-Tourism-Advisory-Committee.pdf>.

More information on Biosphere and sustainability is available at:

<https://industry.landwithoutlimits.com/services/sustainability/>.

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Media Contact(s):

Andre Kuerbis, Board Chair, Cariboo Chilcotin Coast Tourism Association | C: 250-217-6438

Glenn Mandziuk, Interim CEO, Cariboo Chilcotin Coast Tourism Association | P: 250-392-2226 | TF: 1-800-663-5885

Cariboo Chilcotin Coast Tourism is a Regional Destination Management Organization that works in conjunction with the Ministry of Tourism, Arts, Culture & Sport, Destination British Columbia, Destination Canada and industry partners in the Cariboo Chilcotin Coast region to help foster the sustainable growth of the tourism. For more information on the Cariboo Chilcotin Coast region, visit www.landwithoutlimits.com.