

March 7, 2016

Visitor Centre grand re-opening event showcases new look, offers chances to win ski passes

The newly-renovated Campbell River Visitor Centre is welcoming residents and visitors with a grand re-opening this Saturday.

Visitor Centre and tourism staff will host a community celebration Saturday, March 12 from 9 a.m. to 4 p.m. The grand re-opening includes chances to win day passes to Mount Washington and Mount Cain.

The Visitor Centre has been refreshed with west coast wood features and offers a wide range of unique and handcrafted local and regional merchandise in the gift shop.

Check out the new look and browse the books, candles, cards, chocolate, clothing, colouring books, jams and jellies, jewelry, journals, natural and organic soaps, ornaments, plush toys, pottery, spa products, travel mugs and west coast art.

"In 2015, Tourism Campbell River & Region staff welcomed approximately 40,000 guests to our community at the Visitor Centre. With numbers expected to increase in 2016, the time was right for a refresh that better reflects the unique local character and opportunities," says Mayor Andy Adams.

"With the new Discovery Guide and the enhanced experience at the Visitor Centre, we look forward to making an even more memorable impression on visitors and future residents as we share information about the many, many appealing attractions to explore and enjoy in Campbell River and the surrounding region," says Mary Ashley, president of the Campbell River Economic Development Corporation.

The Campbell River Visitor Centre develops tourism promotions and works with community partners and tourism operators to provide visitors information about special events, accommodation, activities, adventure tourism, park locations and shopping, as well as trail maps, transit information and much more.

The Visitor Centre is located at 1235 Shoppers Row, in the Tye Plaza beside Spirit Square. Regular hours of operation will be Tuesday to Friday 9 a.m. to 5 p.m. and Saturdays 9 a.m. to 4 p.m.

Information is also available online at www.campbellriver.travel.

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