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CITY INSTALLS NEIGHBOURHOOD SIGN WELCOMING YOU TO CAMPBELLTON RIVER VILLAGE

Project supports Campbellton Neighbourhood Association's rebranding of the Campbellton neighbourhood

The Campbellton Neighbourhood Association (CNA) wants residents and visitors to think of their neighbourhood as the "Campbellton River Village." The CNA and the City of Campbell River have been working together on efforts to rebrand Campbellton, focusing on the area's historic roots, and its proximity to the Campbell River and abundant outdoor adventures.

On Wednesday, Jan. 19, the City's Parks Department and Grant Signs installed a neighbourhood welcome sign at the corner of Highway 19A and Maple Street. The sign welcomes travellers to Campbellton River Village, "where adventure flows."

"We're thrilled to finally have a neighbourhood welcome sign that defines the Campbellton area and highlights the new Campbellton brand we've been working on for the past couple of years," says Laurel Cronk, CNA board member. *"Many people drive through Campbellton without even realizing that the river is in our backyard, so we hope that this welcome sign will remind locals and visitors of all that Campbellton offers—the old, the new, the nature, the wildlife, the activities—it's all right here in our 'river village.'"*

Project costs of \$15,000 were fully funded by the City, with work-in-kind provided to the CNA by Grant Signs and materials donated by Island Ready Mix and Windsor Mill Sales.

Over the past several years, the CNA and the City have worked together on revitalization projects, including a public viewing platform at Spruce Street and signage for a new seven-kilometre bicycle loop called the River Route.

"City Council and staff truly appreciate the Campbellton Neighbourhood Association's ongoing work and their dedication to the revitalization of the Campbellton neighbourhood," says Mayor Andy Adams. *"The neighbourhood sign extends a warm welcome to residents and visitors, and hints at all the attractions, activities and amenities that Campbellton River Village offers. The City of Campbell River is proud to be the Campbellton Neighbourhood Association's partner for this and other projects supporting the new Campbellton brand."*

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