

For Immediate Release

Heritage Crowsnest, taking heritage tourism in the Crowsnest Pass to new heights.

Heritage Crowsnest launches as a new organization to bolster heritage tourism by threading together the unique heritage assets of the Crowsnest Pass under one banner.

Over the last 18 months, members of the community have come together to form the Heritage Crowsnest Steering Committee. They identified an opportunity to align the Crowsnest Pass EcoMuseum Trust Society and the Crowsnest Historical Society's mission and values, and to work towards building a new vision for the future of the community. Through key stakeholder interviews we were able to identify ways to honour the past and build a foundation to propel Crowsnest Pass heritage tourism forward.

The newly formed organization aims to strengthen community partnerships, synergize business efforts and align organizational frameworks across a growing number of heritage assets. Heritage Crowsnest will maximize resources across all heritage tourist attractions in the Crowsnest Pass, from marketing to bookkeeping and volunteer opportunities.

Effective immediately, Heritage Crowsnest will support the Bellevue Underground Mine, the Crowsnest Museum & Archives, and the Alberta Provincial Police Barracks, with plans to lead future heritage developments in the region. Chris Matthews, previously the Executive Director of the Crowsnest Museum has already taken on his new role as CEO of Heritage Crowsnest and will be overseeing the new organizations public launch and as it moves to better support the community. "The goal is to support and advance the wonderful heritage assets of Crowsnest Pass, create a more robust guest experience for visitors, and promote our wonderful heritage attractions to the world."

"Heritage Crowsnest supports our small-town tourist attractions that celebrate stories larger than life," says Chris. "From rumrunning to tragic explosions, visitors to Alberta's Crowsnest Pass are captivated by the area's unique industrial history, exciting criminal escapades and unforgettable landscapes that have drawn people to the Crowsnest Pass for centuries. We want to continue to tell that story better."

A New Visual Identity

Heritage Crowsnest is excited to introduce a new, cohesive visual identity across all sites, including new brand logos for the Bellevue Underground Mine and the Crowsnest Museum & Archives. Further details and information can be found at heritagecrowsnest.com

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