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Contact: Maree Lerchen, President
White Pass Scenic Byway
360-494-2323
maree@windemere.com

or

Mary Kay Nelson, Marketing Manager
White Pass Scenic Byway
mkmarketing@localaccess.com
360-748-4514

White Pass Scenic Byway Receives Marketing Grant

Chehalis, Wash. January 7, 2008 - A grant has been awarded to the White Pass Scenic Byway for marketing and promotion. The National Scenic Byways Program approved a grant for \$48,000 to be used in the coming year to support marketing efforts that have begun for website development, maps, brochures and rack cards. The project will target travelers who are interested in destinations for outdoor recreation yearround. The byway has been dubbed, The Playground of Volcano Country and will feature the valuable resources such as watchable wildlife, fishing, hiking, water activities and snow sports. The interpretation of these resources provides an educational opportunity to learn more about the diverse and changing landscapes from agricultural land, valley floors, through the alpine region of the Cascade Mountain range into the arid and steppe climate of eastern Washington. Emphasis is being placed on improving the hospitality and creating an awareness of the variety of outdoor recreation opportunities along the 126 miles of the White Pass Scenic Byway along US Hwy 12.

The White Pass Scenic Byway organization planning efforts have been underway since 2002. The newly released corridor management plan helps the communities promote the intrinsic values of the byway's natural and cultural resources. The non-profit organization is governed by a board of directors with representatives from communities along the byway from Salkum to Naches, including Mossyrock, Morton, Packwood, Randle and Glenoma. Agencies and groups associated with tourism and economic development along the byway have also been asked to join the effort. The goal of the group, aside from promoting and enhancing traveler experience on the byway, is to increase the economic vitality of the communities along the US 12 corridor.

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