

FOR IMMEDIATE RELEASE

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### White Pass Scenic Byway Receives Sign Grant

Chehalis, Wash. January 7, 2008- The White Pass Scenic Byway Board of Directors has received approval for a byway sign grant from the Federal Transportation Enhancement Program. The amount of the grant is \$241,870. The purpose of the project is to enhance the traveler experience along US 12, the White Pass Scenic Byway.

These funds are earmarked for constructing and erecting two major gateway signs at the east (Naches) and west (Mary's Corner) end of the byway. In addition, the grant will provide for signs in seven locations along the byway. The signs will be consistent with the "rustic Canadian" style seen in neighboring national and state parks and forest service sites. They will be constructed using native materials such as wood, timbers, and rock. Communities will assist in determining exact locations and wording on the signage. Workshops will be held with each community to gather input for the signs which will welcome all recreational travelers to their friendly community.

Communities receiving these signs at will be: Mossyrock, Morton, Randle, Packwood, Rimrock, Naches and the summit of White Pass. These signs will raise awareness of communities along the byway, increasing recreational traffic and tourism spending.

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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