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# Victoria Park in Truro, Nova Scotia.

Top 10 Activities

## Truro Launches Website to Attract Visitors

By Alison Grant

The Town of Truro has launched a new website for Victoria Park and the Railyard Mountain Bike Park. The intention of the website is to attract visitors from out of town and feature the parks not only as a local asset, but also as an attraction that appeals to visitors.

"We've been seeing growing interest in Victoria Park and the Railyard Mountain Bike Park over the past number of years from visitors from outside of the community. Along with being a community asset, it's also becoming a must-see location in Nova Scotia. We want to grow that enthusiasm and ensure there are economic spin-offs for our local businesses and community", stated Alison Grant, Manager of Economic Development for the Town of Truro, "The website

is one piece of existing Master Plans to further develop both parks."

Funding for the website was provided by the Truro & Colchester Chamber of Commerce as part of a Tourism Nova Scotia initiative using partnership dollars redirected from Destination Canada. It's part of a larger Explore Central tourism marketing project, in which the Truro-Colchester region received \$75,000 in funding to assist with regional destination marketing efforts.

The project was spearheaded by the Chamber of Commerce, with partnerships from the Town of Truro, County of Colchester, Town of Stewiacke, Downtown Truro Partnership and the Millbrook Heritage and Cultural Centre. To obtain funding, the group created a Destination Marketing Regional Plan which will be actioned over the

next year, with funding for the project wrapped up by September 2021. The website for Victoria Park was one project within the larger plan.

"The past year has been tremendously challenging for the tourism and hospitality sector which is a major economic driver for this region," said Chamber President Ron Smith. "The Chamber is proud to work with our many stakeholders, while leading this regional tourism marketing project working to attract visitors to spend dollars at businesses in this region."

The new website can be found at [www.victoriaparktruro.ca](http://www.victoriaparktruro.ca). It was developed by Dose Media, with guidance and oversight from the Regional Marketing Committee and the Town of Truro. The website high-

lights the top 10 activities within Victoria Park, and also highlights hiking and the trails, winter activities, as well as mountain biking in the Railyard.

"It was our pleasure to collaborate with the Town of Truro, bringing their Parks to life online!" said Tim Foster of Dose Media, "Victoria Park is such a unique destination that provides countless opportunities for locals and visitors to enjoy being active outside, all year round. This website makes it easy for park users to find the information they need to access and enjoy this beautiful space."

*Alison Grant is Manager of Economic Development, Town of Truro and can be reached at (902) 893-1424 or [agrant@truro.ca](mailto:agrant@truro.ca)*



## Debert Legion Notes

By Dan Martell

To all members and guests of Branch 106, please help our Legion by following the Covid 19 rules. We can not afford any fines. As President elect Bobby Pash was telling me, it is going to be a particularly challenging year, but with the help of the Executive we will survive.

A few weeks ago, we (the Branch), had a draw for a \$500 Tim Horton bicycle, which was won by Darrell Rector. Darrell in his generosity asked comrade Bob to find a needy home for it, which Bob has done. To Darrell and Bob, thank you very much for your generosity.

Congratulations to Joanna Hoeg, who pulled the Ace of Spades on Dec. 30th and took home a total of \$21,874.40!! Chase The Ace has been taking a break in January. Watch the Debert Legion Branch 106 Facebook page for notice when it is starting up again.

To all those people who continue to drop off pull-tabs, thank you very much, they are still being useful.

Happy Birthday wishes for



December are passed along to Gerry Whelan, Ron Francis, Ron Eastcott, Don (Padre) MacQueen, Owen Gormley, Neil Bennett and Vernon Shay.

Happy Anniversary wishes for December are passed along to Leona and Earl Harvey.

Please don't forget to thank a Veteran, it is because of their sacrifices that we are able to enjoy our country and our freedom. Please say a prayer for our troops who are serving in foreign countries and their families.

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