



**TRANS CANADA TRAIL**  
**SENTIER TRANSCANADIEN** TM/MC



# MEDIA KIT

EVERYTHING YOU NEED TO KNOW ABOUT TRANS CANADA TRAIL

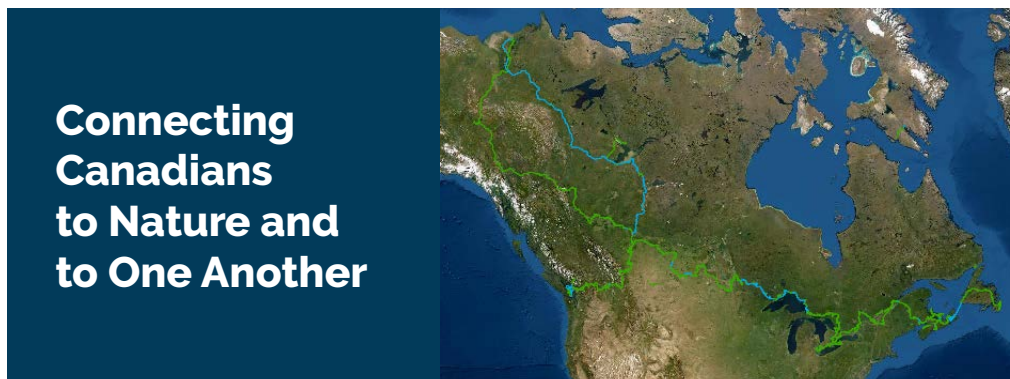
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## ABOUT TRANS CANADA TRAIL

Together with our partners, we created an epic trail of trails - a national unity project that brings together people from all walks of life. The Trans Canada Trail is the longest multiuse recreational trail in the world, spanning over 28,000 kilometres. The trail links our three oceans – the Atlantic, the Pacific and the Arctic – and connects 15,000 rural, urban and Indigenous communities. It's a thread that connects Canada's diverse landscapes, seasons, people and experiences.



We all have a connection to the Trans Canada Trail regardless of age, passions or beliefs. It is a national legacy, a Canadian asset, and a sustainable gift that fosters unity, collaboration and connectedness.

The Trail offers countless opportunities to experience the outdoors, including hiking, cycling, paddling, horseback riding, cross-country skiing and snowmobiling, in a variety of beautiful landscapes.

In addition to the many positive mental and physical health impacts of trail usage, the Trail also provides significant economic and environmental benefits for the communities where we live, work and play.

Trans Canada Trail is a registered charity, and we are grateful to all who have helped to create our national trail. And, this is just the beginning of our story, as we plan for future improvements and growth for generations to come.

Connecting  
**Canada**  
from coast to  
coast to coast

Over  
**28,000**  
kilometres on  
land and water

Over  
**15,000**  
communities  
connected  
by the Trail

**80%**  
of Canadians live  
just 30 minutes away  
from a Trail section



## Our Mission

As the longest trail network in the world, the Trans Canada Trail connects Canadians and visitors to nature and to one another, from coast to coast to coast, through accessible and inclusive outdoor activities. Through collaboration and partnerships, we build, maintain and steward Canada's national trail, a unique system of connected urban and rural trails.

## Our Vision

Building on the achievement of connection, the Trans Canada Trail will continue to inspire everyone to embrace the outdoors, to discover the diversity of our land and people, to enhance their health and well-being, and to share their stories along this globally significant and iconic trail network.

## Boilerplate

### Short

The Trans Canada Trail is the world's longest network of multi-use recreational trails. As of August 2021, the Trail stretches over more than 28,000 km – and continues to grow – across every province and territory. It's a showcase of Canada's diverse landscapes and cultures, and a sustainable national asset that fosters unity, collaboration and connectedness. Our national trail is managed by local trail groups and partners who work in conjunction with Trans Canada Trail, a registered charity. [tctrail.ca](https://tctrail.ca)

### Long

Winding its way through every province and territory the Trans Canada Trail is the world's longest network of multi-use recreational trails. A showcase of Canada's diverse landscapes and cultures, the Trail stretches over 28,000 km as of August 2021 – and continues to grow. It is a connector of people and communities, a national unity endeavour that brings together Canadians and visitors from all walks of life, enhancing their quality of life and the communities where they live, work and play. Supported by donations, it links over 15,000 rural, urban and Indigenous communities from coast to coast to coast. Our national trail is managed by local trail groups and partners who work in conjunction with Trans Canada Trail, a registered charity. [tctrail.ca](https://tctrail.ca)

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**Eleanor McMahon**

**Pronouns:** (she/her/hers)

**President & CEO  
Trans Canada Trail**

## Our President & CEO

Eleanor McMahon has over 30 years' experience within the private, public and non-profit sectors. She spent the early years of her career working on Parliament Hill, including as press secretary to the Rt. Honourable Jean Chrétien. Later, she brought her consensus-building know-how to a variety of other roles, including Director of Public Affairs at the Canadian Advisory Council on the Status of Women, Vice-President at the Canadian Chamber of Commerce and Vice-President at United Way Ottawa. She was elected the MPP for Burlington from 2014 to 2018, and served as Ontario's Minister of Tourism, Culture and Sport, as well as President of the Treasury Board.

A passionate advocate for the safety of cyclists, Eleanor founded the Share the Road Cycling Coalition in 2008. Under her governance, this grassroots organization united cycling groups across Ontario to make communities more bicycle-friendly, and pressed the Ontario government to toughen the law regarding individuals who drive while suspended. In addition, she steered the movement that resulted in the launch of #CycleON, Ontario's first bicycle policy update in 20 years. While in office, she was instrumental in two other legislative safety measures: Ontario's One Metre Safe Passing Law (2015) and legislation strengthening the Careless Driving provisions of the Highway Traffic Act, creating Canada's first Vulnerable Road User penalties in 2017. That same year, she announced a \$100 million investment in cycling infrastructure in several communities across Ontario.

Eleanor joined Trans Canada Trail in 2020.





## Media Resources

### Need photos?

You can find a variety of rights-free photos via this [link](#) (password: TCTmedia).

PLEASE NOTE: If you require images for commercial purposes (e.g. a book that you plan to sell), please contact our media team directly.



## Follow the Trail



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@TCtrail

## Contact us

You can reach out to any member of our team by emailing [media@tctrail.ca](mailto:media@tctrail.ca)