



MEDIA RELEASE

For immediate release

Trans Canada Trail Launches "Made To Be On" Campaign, Celebrating the Spirit of Connection, Community and Adventure

A new national story map invites trail users to share their adventures #OnTheTrail

Montreal, October 10, 2023 – Trans Canada Trail, the organization that maintains and stewards Canada's national trail network, is thrilled to announce the upcoming launch of its inspiring and engaging "[Made To Be On](#)" campaign. This exciting initiative invites everyone to discover the Trail that connects us all, highlighting the beauty and accessibility of the Trans Canada Trail – it's made to be on!

The "Made To Be On" campaign emphasizes that the Trans Canada Trail is often right in your backyard – 80 percent of Canadians live within 30 minutes of this nation-wide trail network. The campaign, which features trail users from across the country, illustrates how we are all connected by the Trans Canada Trail.

The campaign was developed in partnership with Toronto-based marketing and consulting specialists, The Turn Lab, who led creative development, stills and motion production, and media planning and buying. The advertising campaign directs people to a new interactive story map on the Trans Canada Trail website, where the public can enter a contest by sharing their local Trail photos and stories, illustrating the diversity of the Trail.

The "Made To Be On" campaign includes two compelling calls to action:

- 1. Contribute to the interactive story map:** Visit tctrail.ca/on-the-trail to upload your photo from the Trail, add a caption and pin it to Trans Canada Trail's national story map. This interactive story map showcases the diverse and awe-inspiring trail experiences from people across the country.
- 2. Share your trail experience:** Share your trail story on social media using the hashtag #OnTheTrail and #TransCanadaTrail. Whether you're walking, rolling or simply taking in the beauty of nature, your moments on the Trail can contribute to a national story.

By contributing to the story map or sharing a trail experience on social, participants will automatically be entered in a contest to win weekly prizes from Trans Canada Trail, Columbia Sportswear and The Great Canadian Sox Shop.

“The yellow ribbon at the centre of this campaign is a beautiful symbol for the Trans Canada Trail, and how it connects diverse communities and trail users across Canada,” says Meghan Reddick, Chief Communications & Marketing Officer at Trans Canada Trail. “The Trail serves as a critical part of Canada, a national unifier connecting the country. No matter who you are, or where you live in Canada, we want you to know that the Trail is *made to be on* – it’s made for all of us.”

The campaign features trail users from across Canada, including:

- Aedon Young, writer in Newfoundland
- Avery Cardinal, from Saddle Lake Cree Nation, Alberta
- Bruny Surin, Olympic gold medalist in Quebec
- Faye Rauw, choreographer and dancer in Ontario
- Félix Boivin, skateboarder in Quebec
- Grace Diamani, trail user from Ontario
- Gurdeep Pandher, Bhangra artist and influencer from Yukon
- Jean-Michel Boulanger, skateboarder in Quebec
- Johanna Sö, violinist and singer-songwriter in British Columbia
- Lisa Franks, paralympic gold medalist in Saskatchewan

The campaign was filmed on the following sections of the Trans Canada Trail:

- Capital Pathway, between Ontario and Quebec
- Dawson City Trails, Yukon
- East Coast Trail, Newfoundland and Labrador
- High Rockies Trail, Alberta
- Lachine Canal National Historic Site (Lachine Canal Path), Quebec
- Martin Goodman Trail, Ontario – a section of the Great Lakes Waterfront Trail
- Meewasin Trail, Saskatchewan
- Stanley Park, British Columbia

The "Made To Be On" campaign is poised to inspire people from across the country to embrace the Trans Canada Trail and share their connection to the 28,000 km trail network. For more information, please visit tctrail.ca/made-to-be-on or search for the hashtag #OnTheTrail on your favourite social media site.

- 30 -

Interviews are available upon request with Meghan Reddick, Chief Communications & Marketing Officer at Trans Canada Trail.

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Resources

- Watch the [“Made To Be On” video](#)
- Explore the [interactive story map](#)

- Download the campaign [Promotion Toolkit](#)
- Download the [Trans Canada Trail Media Kit](#)
- For images and b-roll of the Trans Canada Trail, visit the [photo gallery](#) and [video gallery](#)

About Trans Canada Trail

The Trans Canada Trail (the Trail) is the longest recreational trail in the world, spanning over 28,000 kilometres on land and water. Linking three oceans – the Atlantic, Pacific and Arctic – the Trail connects 15,000 rural, urban and Indigenous communities across every province and territory. It is a ribbon that connects Canada’s diverse landscapes, seasons, people and experiences, and fosters unity, collaboration and connectedness. Trans Canada Trail is a registered charity and stewards this national trail in collaboration with local Trail partners. With funding from the Government of Canada through Parks Canada, and investments from all levels of government and generous donors, Trans Canada Trail is the largest investor in trail infrastructure projects in Canada, supporting improvements, growth and enhancements for generations to come. tctrail.ca

Where to find us:

