



## PRESS RELEASE

For Immediate Release

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### ***Sentier de l'Étoile Surpasses 100 km Mark 47 km designated between Tracadie-Sheila and Caraquet***

**Tracadie-Sheila/Caraquet** (NB) – Before municipal leaders and members of the public, a 47-km section linking Tracadie-Sheila and Ste-Anne-du-Bocage in Caraquet were officially designated as part of Sentier de l'Étoile today. With these designations and those of Kouchibouguac, Rogersville, Dieppe/Moncton and Memramcook announced earlier this summer, Sentier de l'Étoile will now include more than 100 km of inaugurated trails on a circuit of more than 400 km.

Sentier de l'Étoile draws on three general themes: history and culture, nature and ecotourism, as well as religious and spiritual discovery. Over the next five years, this long-distance hiking and bike trail will link Memramcook and Caraquet, as it crosses through many communities.

*“Tracadie-Sheila is proud to be part of the Sentier de l'Étoile project and participate in this important ecotourism initiative along New Brunswick's Acadian Coast,”* emphasized Aldéoda Losier, Mayor of Tracadie-Sheila. *“Our town has positioned itself as an excellent service centre in the Acadian Peninsula. When hikers and cyclists come here in a few years, they'll find they're warmly received, in addition to a variety of facilities available to meet their needs.”*

*“Acadia should be thrilled by the arrival of Sentier de l'Étoile,”* added Antoine Landry, Mayor of Caraquet. *“My ancestors, and those of several founding Caraquet families, arrived in this region by foot 250 years ago, fleeing the Deportation, coming from Nova Scotia and southern New Brunswick. Once completed, this trail linking Memramcook and Caraquet will provide Acadia with a formidable infrastructure for promoting the bonds between our communities.”*

Representatives from the Sentier de l'Étoile organization were on hand during these two designation ceremonies in Tracadie-Sheila and Caraquet.

*“We're thrilled by the enthusiasm generated by the arrival of Sentier de l'Étoile in the Acadian Peninsula,”* emphasized Daniel LeBlanc, organization president. He concluded saying: *“I'd also like to stress the partnership we developed with the Véloroute de la Péninsule acadienne and Ami(e)s de la Véloroute. Over the next few months, we hope to announce more good news regarding the development of Sentier de l'Étoile in the region.”*

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