



PRESS RELEASE

For Immediate Release

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Twenty-Nine Km are Added to Sentier de l'Étoile in Kouchibouguac and Rogersville

Kouchibouguac/Rogersville (NB) – Before municipal leaders and representatives from Kouchibouguac National Park and NB Trail, a 26 km section in Kouchibouguac National Park and a 3 km trail in Rogersville were officially designated as part of Sentier de l'Étoile today.

Sentier de l'Étoile is a long-distance hike and bike trail project that covers more than 400 kilometres. Over the next five years, it will connect Memramcook to Caraquet as it crosses through many communities. Sentier de l'Étoile draws on three general themes: history and culture, nature and ecotourism, even religious and spiritual discovery.

Kouchibouguac National Park is one of the most popular destinations in New Brunswick, attracting campers, walkers, cyclists and beach lovers.

“Parks Canada is proud to be part of the Sentier de l'Étoile project and to take part in this important ecotourism initiative along New Brunswick's Acadian Coast,” emphasized Park Superintendent Robert Sheldon. *“This partnership helps us meet common objectives, those of offering Canadians new possibilities to discover and highlight local history and the region's natural heritage.”*

“Acadia has made a name for itself through the wealth of its history and culture, and Sentier de l'Étoile will showcase key heritage areas. This section of the trail, which is also part of the NB Trail network, will continue to attract hikers and cyclists to the Acadian Forest, its natural habitat, flora and fauna,” added Mr. Sheldon.

The town of Rogersville also attracts many visitors and pilgrims, with its Monument National Notre-Dame de l'Assomption and its rich religious heritage. The train station makes this town a gateway to Kent County.

“The community of Rogersville is very please and grateful that Sentier de l'Étoile and NB Trails have recognized the importance of adding our town to this circuit,” stated Bertrand LeBlanc, Rogersville mayor. *“In a few years, visitors coming here will be well received and will find a community and infrastructure prepared to welcome them.”*

Representatives from the Sentier de l'Étoile organization were on hand during these two designation ceremonies and look forward to the development of these trail sections with great enthusiasm.

“The Kouchibouguac/Acadieville/Rogersville section is very important for the Sentier de l'Étoile project because this route allows us to create direct access to the Rogersville Train Station,” underscored Daniel LeBlanc, organization president. He concluded by saying that, *“As soon as this section is completed in one or two years, visitors will be able to travel by train to Rogersville and from there go to Kouchibouguac National Park and elsewhere in Kent County, by foot or by bike. This segment and the future loop joining Pointe-Sapin, Baie-Sainte-Anne and the Miramichi region will create a new, low-cost tourist attraction in New Brunswick, while having an impact on many communities and businesses along the route.”*

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