



NEWS RELEASE

For Immediate Release

Bouctouche designates 13 km

(Bouctouche, July 20, 2011) – The Town of Bouctouche has added another feather to its “green” hat by moving to designate an important section of the Sentier de l’Étoile.

During its municipal council meeting last night, the town adopted a motion to designate a section of approximately 13 kilometers of trails, sidewalks and shoulders in Bouctouche and its surroundings as being part of the Sentier de l’Étoile. The trail begins at the south entrance of the town, follows rue Acadie, reaches the church and Irving Boulevard, crosses a section in the Arboretum area and joins the Bouctouche Dune through the existing NB Trail.

Trail signs will be installed shortly at different locations. The agreement calls for the municipality to promote the Sentier de l’Étoile and its benefits once the entire trail project is scheduled to be completed in 2014. Bouctouche will also coordinate the long-term maintenance and upgrade works to take place along this section of the Sentier de l’Étoile.

“The trails in the Town of Bouctouche are of exceptional quality and it’s clear that Sentier de l’Étoile is very pleased with this partnership,” says Daniel LeBlanc, President of the organization.

The Sentier de l’Étoile Project is a long-distance hiking and cycling trail following the eastern coast of New Brunswick. It will link up approximately 440 kilometers of trails from the Bay of Fundy to the Bay of Chaleurs. Starting in Memramcook, the trail will crisscross many communities before ending in Caraquet. The trail is focused on three basic themes: history and culture, nature and ecotourism as well as religious and spiritual discovery. Market research produced for the Master Plan completed in 2009 estimated that the presence of the Sentier de l’Étoile would generate an economic return of over 18 million dollars for the province of New Brunswick over the first five years of the project.

The Mayor of Bouctouche, Aldéo Saulnier, was also happy to be able to officialize this partnership. “The Town of Bouctouche is renowned for its tourism attractions and its green plan, and its perfectly fitting that we participate in this magnificent project. We look forward to the completion of the Sentier de l’Étoile in 2014,” he added.

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