



## NEWS RELEASE

### For Immediate Release

## Another 100 km of trails planned for 2011

Sentier de l'Étoile's second AGM at the Kouchibouguac Community Centre on June 20<sup>th</sup>

*(Bouctouche, June 14, 2011)* – Sentier de l'Étoile is continuing on its momentum to build a long distance trail along the east coast of New Brunswick with plans to add another 100 kilometers of trails to its network this summer.

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.

Last year, Sentier de l'Étoile designated the first 102 kilometers of trail in the communities of Memramcook, Dieppe, Moncton, Kouchibouguac National Park, Rogersville, Tracadie-Sheila and Caraquet. This summer, another 100 kilometers will be added to this trail network in the communities of Memramcook, Shediac, Bouctouche, Richibucto, St-Louis, Acadieville, Miramichi, Néguaac and Tracadie-Sheila. The entire project is planned to be completed in 2014.

“The year 2011 is very important to the Sentier de l'Étoile as we look forward to designating the section of trail that will connect the Rogersville train station to Kouchibouguac National Park, a section of 46 kilometers,” said Daniel LeBlanc, the organization's President. “This new section will create a new tourism product for New Brunswick, at minimum cost, while generating positive impacts on many communities and businesses along the route,” he added.

The general public is invited and encouraged to attend the second Annual General Meeting of the Sentier de l'Étoile organization, which will take place at 11:00 a.m. at the Kouchibouguac Community Centre (110 Riverside Road, Kouchibouguac) on June 20<sup>th</sup>, 2011. More information about the Sentier de l'Étoile is available online at [www.sentierdeletoile.ca](http://www.sentierdeletoile.ca)

- 30 -

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