

FOR IMMEDIATE RELEASE: March 16, 2009

## **Cultural History Plaques Celebrate and Promote Parksville Heritage**

**PARKSVILLE, BC** - Four interpretive plaques have been erected by the City of Parksville at important local sites around the City. The cultural history plaques will honour and celebrate our local heritage and provide greater historical/cultural context to the City. Grant funds were obtained for the research and installation of these plaques along the Alberni Highway. These sites include The Rod & Gun Hotel, Thwaites Insurance, The First School and the Memorial Avenue trees.

As funding becomes available, additional interpretive plaques will be installed along the walking route identified in the 2006 Downtown Revitalization Strategies for the City of Parksville. It is hoped that over the next few months, another set of plaques will be installed as part of this new program to recognize the City's heritage.

Through consultation with the Parksville Downtown Business Association (BIA) and local historian, Marge Leffler, storyline themed concepts were established for the downtown core that could be utilized as part of an interpretive signage program. The overall signage theme is a combination of cultural history (historical settlement patterns, pioneer life and ties to the beach) and natural history (reconnecting the City with our natural environment).

Mayor Ed Mayne said, "These interpretive plaques will provide an opportunity for residents and visitors to celebrate and learn about Parksville's history. The plaques will also bring enjoyment to the area and preserve the history of Parksville for future generations."

The 2006 Downtown Revitalization Strategies for the City of Parksville brought forward this initiative in conceptual form. Additional design work by the City's planning and engineering departments advanced the concept by considering such physical items as street fixtures and furnishings and the need to create a unified appearance theme and experience in the downtown area.

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**For more information:**

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