



Honorary Patrons

*Their Excellencies the Right Honourable
David Johnston
C.C., C.M.M., C.O.M., C.D.
Governor General of Canada
and
Mrs. Sharon Johnston, C.C.*

Présidents d'honneur

*Leurs Excellences le très honorable
David Johnston
C.C., C.M.M., C.O.M., C.D.
Gouverneur général du Canada
et
Mme Sharon Johnson, C.C.*

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Deborah Apps

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August 9, 2012

Mayor Joe Fontana
City of London
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Via email: jfontana@london.ca

Mayor Fontana,

Much has been happening as we work towards full connection of the Trans Canada Trail by 2017, and Canada's sesquicentennial celebrations, and we would like to ensure that our dedicated patrons, donors, volunteers, partners and supporters are kept apprised of our progress. To that end, it is my pleasure to provide you with the first quarterly update on a number of the many important activities that the Trans Canada Trail (TCT) has been able to undertake over the past few months, thanks, in great part, to your ongoing support.

Trail season is upon us, and our partners across the country celebrated International Trails Day and engaged many thousands of Canadians along the Trail on Saturday, June 2. A well-deserved day of celebration for those who work so tirelessly in building the TCT! The names and stories of hundreds of these dedicated volunteers and Trail builders can be found on our website's *Honour Roll* (www.tctrail.ca/about-the-trail/honourroll). We are truly honoured to be able to pay tribute to every one of them.

Below is a brief update on a few other activities and accomplishments:

- It is our goal to position the connected Trans Canada Trail as a centrepiece of the 2017 celebrations, connecting Canadians from coast to coast. In November 2011, Paul LaBarge and I addressed the Standing Committee on Canadian Heritage, and the response to including the TCT in the celebrations was most positive. We continue to pursue that vision. What finer way to celebrate *Canada 150* than a gift from Canadians to Canadians, celebrating our rich culture, history and diversity.

- Their Excellencies, Governor General David Johnston and Mrs. Sharon Johnston, continue to be passionate supporters of the Trail. They have met with Paul LaBarge, Chair of the TCT Charitable Organization, and me on a number of occasions.

Last year, they participated in the official re-opening of the historic Kinsol Trestle in BC and spoke highly of the many volunteers who dedicated so much time, energy and passion to the refurbishment of this national treasure.

In June of this year, and in conjunction with War of 1812 celebrations, His Excellency cycled with Valerie Pringle, co-Chair of the TCT Foundation, and a local Trail group along the Niagara River Recreation Trail, from the Laura Secord Homestead to Fort George.

Most recently, his Excellency was interviewed by CBC on the Opening Day of the 2012 Olympic Games in London and spoke of the importance of completing the Trans Canada Trail and getting Canadians involved in physical fitness activities.

Your Trail. Your Journey.

Votre sentier. Votre aventure.

- Mrs. Lauren Harper remains engaged and passionate in her support of the Trail, having participated in the filming of our first public service announcement, now airing on Global National and local stations, and on SHAW/Global specialty network channels. SHAW/Global has been exceptionally generous in their support, and are building a substantial inventory of great footage from across the country that will be used for future PSAs, as well as for documentary specials in upcoming years.

- Our Globe and Mail special report, so generously supported by Globe Publisher and TCT Patron, Phillip Crawley, was published on Friday, June 29 as a lead-in to the Canada Day weekend. A copy of this special supplement, along with a copy of our Year-End review, was mailed to you last week and an electronic copy can be accessed at <http://tctrail.ca/assets/pdf/In-the-news/GaMInsert.pdf>.

You will notice the significant support of corporate leaders across Canada. We are delighted to have leaders of the calibre of Gordon Nixon, CEO, Royal Bank of Canada; Galen G. Weston, Executive Chairman, Loblaw Companies Limited; Claude Mongeau, President & CEO of CN; Don Lindsay, President & CEO, Teck Resources Limited; John Risley, President, Clearwater Fine Foods; and others joining the *Chapter 150* national fundraising campaign, as we engage Canadians in the vision of a fully connected Trail by 2017.

- The *Chapter 150 Campaign*, while still in its early months, has already exceeded the gift target set in our funding agreement with Parks Canada, with a total of \$8.5 million in pledged cash gifts and \$10 million of in-kind support. We are thrilled at this initial response, and with our Campaign Cabinet now bolstered to 25 members, we anticipate continued success in the months ahead.

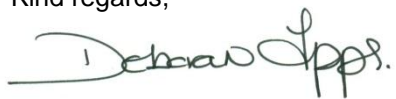
- The TCT Boards continue to dedicate countless hours to support the vision of a connected Trail by 2017. Paul LaBarge, Chair of the TCT Charitable Organization, is leading the Board in their support of the connection plan and the relationship with our many partners across the country; and Hartley Richardson and Valerie Pringle, as co-Chairs of the TCT Foundation, are leading the campaign to raise \$75 million in support of the volunteers working towards the construction of the Trail. We are fortunate to have their dedicated focus and determination to see us to the next stage.

- We have recently launched an online promotion, supported by print advertising and social media, that invites Canadians to tell us what self-propelled greenway trails (Trans Canada Trail or other) mean to them. Only in its first month, it has already solicited great messages of support from Canadians of all ages and interests as they register their response at www.greenway.tctrail.ca. I look forward to sharing a summary of responses and the impact of this important groundswell of public opinion in our next update.

- We received very good news that our request – to have the section of Trans Canada Trail that runs from the Gatineau Pavilion and ends adjacent to the Parliament Buildings renamed the *Queen Elizabeth II Diamond Jubilee Trail* – has been approved, as has the naming of an honorary section of the TCT outside 24 Sussex. We are hoping to commemorate both of these with official events in the coming months.

None of these successes would be possible without the on-going support and encouragement of all who are involved with the Trans Canada Trail. Thank you again for your support; I will look forward to updating you in the fall on our progress in connecting the Trail, and linking Canadians to their natural heritage. In the meantime, I hope you find many opportunities to be on the Trail this summer!

Kind regards,



Deborah Apps
President & CEO