

# NATURE's HEARTLAND



## POSITIONING STATEMENT

A RUGGED, SOUL-STIRRING LANDSCAPE,  
WHERE LAYERS OF NATURE AND LIVING  
HISTORY MEET HANDS-ON ADVENTURE

## PILLARS

### NATURE

#### LAYERS OF TIME

**Historic lands:** Journey through landscapes shaped by time: canyons carved by rivers, expansive grasslands, and rugged plateaus where earth's history is written in stone, rustic colors, and striking formations.

**Dynamic waterways:** The Mighty Fraser and its tributaries are connecting lifelines, carving through the land. These essential waters sustain salmon, ecosystems, and stories of wisdom and resilience.

**Ecological sanctuary:** Home to remarkable biodiversity, from the inland icefield of the ecologically distinct area known as the Chilcotin Ark, to the native grasslands in Kamloops, rich ecosystems provide a haven for diverse wildlife such as caribou, bears, eagles, and elusive wild horses.

### CULTURE

#### TRUE GRIT

**Guided by the land:** Life here follows the deep cycles and steady pace of the land, each season signaling the next. Through hard work, dedication and knowledge passed down through generations, the harvests come to life.

**Traditional & celebration:** Generational skills are celebrated through the competitive spirit of rodeos and powwows, where living history is brought to life. The distinctive character of this place is reflected in its unique events, craftsmanship and community celebrations.

**Country kinship:** A self-reliant people who have forged community alongside the challenges and opportunities of this place. Always a hat tip, head nod, or helping hand, this community honours the humanity of living in this land.

**Resourceful & bold:** The modern cowboy spirit endures in a land where effort is valued over convenience.

### ADVENTURE

#### HANDS ON THE LAND

**Trails through time:** Follow trade routes travelled by Indigenous peoples along road, land and waters for millenia and used later by settlers during the Gold Rush. These pathways connect landscapes, history, and adventure.

**River rushes:** Rivers here are both sources of adventure and storytellers of history. Ride the rapids, fish the life-giving waters, and explore the powerful waterways that connect this region.

**Rugged pursuits:** Whether exploring by horseback on a ranch, hiking through canyons, or paddling waterways, travellers forge their own path in a rugged land.