

April 24, 2017

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### **Praise for Campbell River's AVICC event**

The Association of Vancouver Island and Coastal Communities (AVICC) convention held earlier this month in Campbell River was “a tremendous success” according to the Mayor.

The event drew approximately 290 local government and regional district delegates from Vancouver Island and neighbouring coastal communities (Central Coast and North Coast).

*“Thanks to the efforts of the organizers, City staff and local businesses and associations, the visitors were welcomed and wowed by Campbell River,”* said Mayor Andy Adams.

Campbell River's official motto – Enriched by Land and Sea – was featured in décor and door prizes.

*“City staff and Ladybug Greenhouse and Landscaping turned the Community Centre halls into a live forest that led people into an underwater world featuring photography and video by Eiko Jones,”* said City manager Deborah Sargent. *“The transformation was captivating and made a huge impression.”*

Delegates won door prizes that will bring them back for snorkeling with the salmon, whale watching and tyee fishing.

*“We thank all the generous donors for their gifts of remarkable experiences and pleasurable future stays and dining opportunities,”* the Mayor added. *“We also extend our appreciation to the Tidemark Theatre, Downtown BIA, Freeman Mary Ashley and the many City staff members who worked in the background to support this huge success.”*

The convention also showcased the community's culture and heritage, with a greeting and song by Lavern Henderson and a performance by the Campbell River Children's Choir during the opening ceremony. Lisa Anwar of Nuyumbalees Cultural Centre spoke about the upcoming Standing Together – Tribal Journeys.

The City's economic development and tourism booth highlighted our prime location and opportunities.

*“People noted the remarkable changes in Campbell River since the AVICC convention was last held here 15 years ago,”* said Rose Klukas, the City's economic development officer. *“Local businesses saw increased visitor traffic. Hotel rooms were full and visitors were able to enjoy great Campbell River restaurants and shops.”*

*“AVICC delegates really enjoyed the warm welcome and hospitality from the citizens and businesses in Campbell River,”* said coordinator Liz Cookson of the Union of BC Municipalities. *“Staff at the community centre went out of their way to make the venue shine for the delegates. Thank you again to the City staff and Council for hosting our convention and giving delegates the opportunity to visit and see what Campbell River has to offer.”*

Local sponsors for the AVICC convention included: Acropolis, All In One Party Shop, Anchor Inn, Campbell River Whale Watching, Comfort Inn, Destiny River Adventures, Eiko Jones Photography, Harbour Grill, Kask Graphics, Ladybug Greenhouse and Landscaping, Mussels and More Pottery, Ocean Pacific Marine Supply and Boatyard, Pacific Coastal Airlines, Quay West, RH Printing, Riptide Marine Pub, Sure Copy Centre and The Tyee Club.

The Association of Vancouver Island and Coastal Communities represents 53 municipalities, regional districts and other local governments. It is one of five area associations of local governments in British Columbia operating under the umbrella of the Union of BC Municipalities to secure united action among its members and promote greater autonomy within local government.

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