



Sḵw̓xwú7mesh Líl'wat7úl
SQUAMISH LÍLWAT CULTURAL CENTRE
WHISTLER, BRITISH COLUMBIA

where rivers, mountains and people meet

Press Release

Cultural Journey Sea to Sky – Official Launch

Celebrating the Cultural Journey and the Shared Legacies that made it possible

The new Highway 99 sign kiosks, gateway rock signs and aluminum guide signs are all part of an initiative known as Cultural Journey Sea to Sky hosted by the Squamish and Lil'wat First Nations and coordinated by the Squamish Lil'wat Cultural Centre in Whistler, BC.

Chief Gibby Jacob of the Squamish Nation says that “the Cultural Journey is an invitation to the world to learn more about the cultural and historical significance of this region” while Chief Leonard Andrew of the Lil'wat Nation emphasizes that Cultural Journey Sea to Sky is a regional branding strategy designed to “raise the profile of cultural and educational tourism throughout the entire Sea to Sky Corridor” from Horseshoe Bay through Whistler and beyond.

Key signage features of the journey include:

- 7 Interpretive Sign Shelters (kiosks) featuring 84 graphic panels at major Highway 99 pullouts
- 160 newly branded aluminum highway signs along Highway 99
- 7 viewpoint sign boards at key points of interest

New interpretive materials for the journey include:

- **Cultural Journey Interpretive Foldout Map:** This color map is designed to guide visitors between key features of the journey and will be available at all major sources of visitor information throughout the corridor.
- **Cultural Journey Audio Guide:** This audio tour is available on CD or mp3 format and is designed to act as a compelling series of songs, stories and rich cultural information that visitors can enjoy on the journey through the Corridor.
- **Cultural Journey Exhibit:** The Squamish Lil'wat Cultural Centre (SLCC) is hosting an exhibit in their Contemporary Gallery showcasing the key features of the Cultural Journey Sea to Sky program.
- **Cultural Journey Gallery Book-Where Rivers Mountains and People Meet:** This 168 page full color collection of archival and contemporary photos, mythology and history explains the narrative behind the Cultural Journey and the two Nations that made it possible.

The Cultural Journey was made possible through support from the Shared Legacies Agreement with the Province of British Columbia and in conjunction with the Ministry of Transportation.

