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## **AMPPE's Monthly Membership Newsletter**

***Your source for up-to-date information in the Mountain Parks***



Dear Members,

Happy New Year! After a year of transition for AMPPE, I am excited to engage in the strategic advocacy work that AMPPE is known for. Our membership renewal process is underway and you may have already received a letter to this effect. Thank you very much to those who have remitted your renewal, as well as to those of you who plan to but haven't yet had the chance. I look forward to continuing our relationship this year. As always, please feel free to contact me to discuss how AMPPE can better support your organization's success. All the best in 2015, *Casey Peirce, Executive Director*



## **AMPPE Advocacy in Action—Improved Access & Increased Support**

AMPPE remains committed to the important advocacy work that we do in support of our members. 2015 will no doubt bring new issues as well as the continuity of previous projects that have spanned several years. Current areas of focus for AMPPE include: regular engagement with Parks Canada representatives and stakeholders, improved access to popular sights and attractions, increased support to the hospitality industry, protection of wildlife and ecological integrity, ongoing presence as a leading voice in the media and enhanced communication with AMPPE members.

[Visit Our Website for More Details](#)



## **Browning selected to lead K-Country Golf Course restoration designs**

Gary Browning, an esteemed golf course architect, has been chosen to undertake the restoration design of the Mount Kidd and Mount Lorette courses at Kananaskis Country Golf Course. The award-winning courses, originally created by Robert Trent Jones, Sr., were wiped out during devastating floods in June 2013 and have been closed since. The Alberta government announced in 2014 that it was funding restoration efforts in Kananaskis. Browning has extensive experience in the creation of Albertan courses.

[More Details](#)



## **Bison Belong presents pro-bison postcards to Richards**

On Jan. 23, Blake Richards, MP for Wild Rose, was presented 3,000 signed postcards by Bison Belong in support of the return of bison to Banff National Park. Collected over four years, 59 per cent of the postcards were signed by Albertans, 18 per cent came from the rest of Canada and 29 per cent came from international visitors. Richards noted that Parks Canada has had public consultations and the government is engaged in the proposed initiative. "It gives me the opportunity to go back to Ottawa with (the signed postcards) and make it very clear the support that's out there," Richards said.

[More Details](#)



## **Jasper National Park to host mountain leg of Tour of Alberta**

In Sept. 2015, Jasper National Park will host a stage of the Tour of Alberta cycling race, featuring athletes from around the world. Parks Canada, in collaboration with the Jasper Partnership Initiative, will co-host a portion of this international sporting event that will feature a mountain section for the first time, providing thousands of race-goers and millions of spectators around the world with an exhilarating mountain top conclusion. Through initiatives like these, Parks Canada is supporting Canada's National Conservation Plan by taking concrete action to connect Canadians to nature.

[More Details](#)

## **#AlignedWithAMPPE Member Feature—Tourism Jasper**

Venture Beyond – this is the new tagline anchoring Tourism Jasper's rebrand of Jasper. After months of research the organization unveiled its new brand marketing campaign at a pair of workshops on Jan. 27 and 28. The tagline is the public face of a strategy that aims to capitalize on the awe-inspiring and authentic nature of Jasper, and sell the town as a jumping off point for greater adventure. Visit the [AMPPE website](#) for more details on this rebranding or click the link below to access Tourism Jasper's website.

[Visit Their Website for More Details](#)

