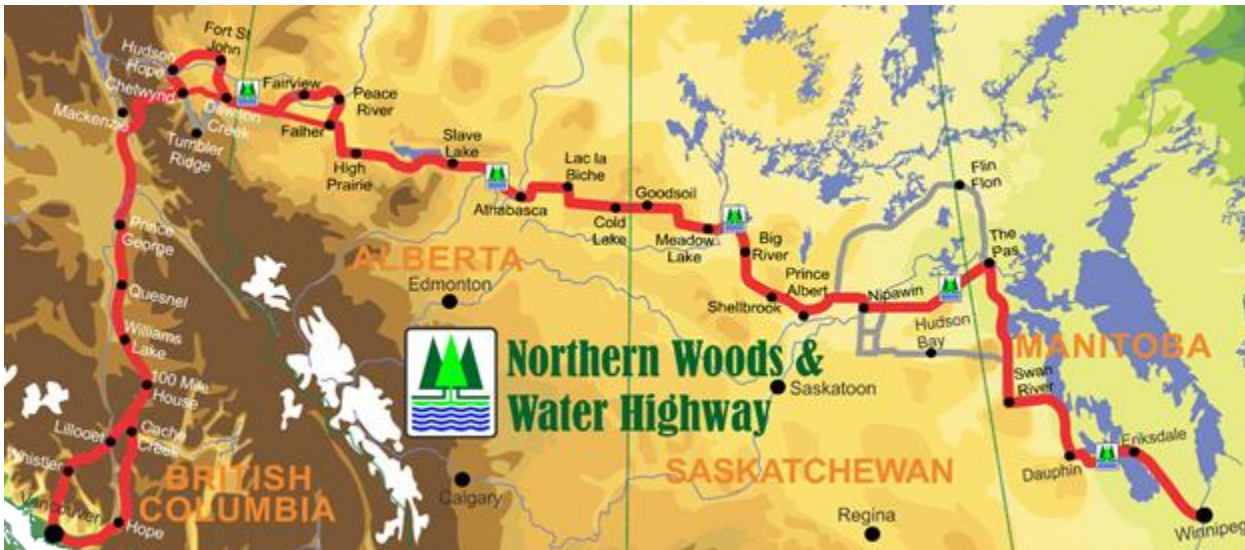


From: NWWR <info@nwwr.ca>
Sent: February 7, 2025 3:20 PM
To: Barry Kalinski <bkalinski@md.bonnyville.ab.ca>
Subject: 2025 Membership in the Northern Woods & Water Highway Association



Attention: Barry Kalinski

The NWWH is a recognized and signed highway in the provinces of Alberta, Saskatchewan, and Manitoba. It is the furthest north in which people can travel laterally across western Canada. The highway concept was developed in the mid-1970s as a holiday route and a transportation passage for northern goods. Initially, a group of campers travelled from Dawson Creek to Winnipeg each year, stopping in different communities along the way. The Association was formed, and the three provinces recognized and signed the highway. Unfortunately, The Association closed down in 1993 as many members aged out or transferred from their communities. The Association was revived in 2016 following a hiatus of some 25 years. Since then, we have produced and distributed over 140,000 copies of our highway guide, attended several RV tradeshows, and published articles in several RV electronic newsletters crossing Canada and the US. We developed a website and created videos about the highway experience.



We just finished a 4-day RV tradeshow in Calgary with an attendance of around 18,000 people. Many people have been to different communities along the highway but were not aware that they could drive across the northern parts of the four provinces. Our message at the RV tradeshow is to come north and explore. We mention the availability of campsites, the wilderness,

watersports, golf, and history. Many people thanked us for sharing about the highway and they will add a trip along the highway to their bucket list. Many commented that it would be an enjoyable trip through some



beautiful country. Some people inquired as to who paid us to be at the tradeshow and we told them it was the municipal memberships and advertising in the Highway Guide that covered the cost and we were volunteers interested in creating awareness of the camping, golfing, fishing, boating and exploring to be done along the highway. This tourism economy helps all the communities along the highway, thus bringing opportunities and benefits to local businesses and residents.

We are updating our website with more photos and information about the communities including links to community online tourism information. (see draft of [new highway website](#) and the [RV Tours website](#)). This update has taken hundreds of hours of research, photo selection and editing, the addition of maps that all require editing, plus communication between ourselves and the website designer. We have added a language translator to the new site to broaden our overseas reach. We are still a month away from having the finished product ready to launch publicly. We are open to more information and photographs to enhance your community profile, this option is for members only, which is due to limited resources of time & money.

At the same time, we are starting to work on the 2025 Highway Guide, updating content. In the spring, we will again produce and distribute 20,000 copies of the guide across western Canada and through trade shows.

This year we are starting the Guided Cavalcade from Cache Creek and moving north then eastward through northern AB, SK, MB and eventually ending in Winnipeg over 21 days. The plan is to limit the tour to 25 units but initially may be quite a bit smaller but we have to start somewhere. Next year we will start the cavalcade in the east.

It is that time of year when we seek memberships in the Northern Woods & Water Highway (NWWH) Association. Last year we had 6 new communities join. Most of the communities along our highway are quite small so it takes many memberships to cover the cost of our marketing efforts. We are requesting that your community consider an annual membership in support of our work. The membership will provide much-needed funds to expand the marketing of the highway. Moreover, membership will offer your community an opportunity to help guide and strengthen our marketing efforts. Membership comes with an increase in space in our highway guide, websites and a link from our website to the municipalities' website visitor's section. Our memberships are based on community size. We have your community population at 11904. A membership from MD of Bonnyville in the amount of \$3600 would provide a full page article space in the Highway Guide (value of \$1470).

We are looking forward to your positive response to our request.

Sincerely,

Dale Harrison
President
Northern Woods & Water Highway Association
(587) 888-0209
www.nwwr.ca
email: info@nwwr.ca

Page Size Trimmed

8 3/8" x 10 3/4"

20,000 copies
printed & distributed

1/3 Page Vertical

Half Page Vertical



**Northern Woods & Water
Highway Guide**

**2025
Guide Ad Rate Sheet**

Back Cover	2,800
Inside Front & Back	2,250
Full Page inside	1,470
1/2 page.	910
1/3 page.	620
1/4 page.	475
1/6 page.	340
1/12 page.	180

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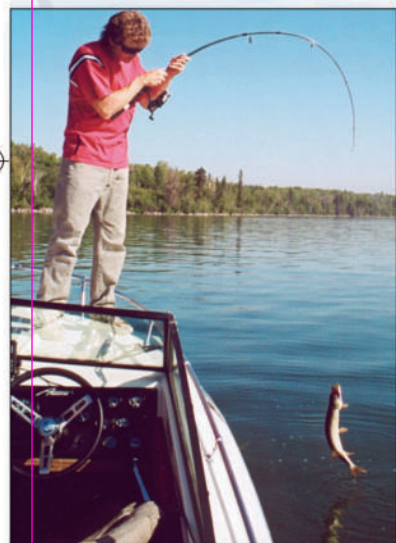
Cold Lake Encounter the Unexpected

From the clear blue waters of Cold Lake, nestled against white, sandy beaches, to the surrounding rugged wilderness, a sense of adventure encompasses the City's four-season playground.

Come and explore more than 400 square kilometres of water on Alberta's seventh largest lake, and enjoy the beauty of the Cold Lake Marina. As a year-round recreation area, Cold Lake is the ideal vacation spot for water enthusiasts, fishermen, outdoorsmen, hunters, skiers, and those just seeking a unique get-away experience.

Cold Lake offers a wide variety of commercial, cultural, domestic and recreational opportunities for everyone's interests. The City has grown to become a retail centre of northeast Alberta, while keeping its warm, rural roots.

On Canada Day, the City of Cold Lake celebrates with an annual parade and several activities, followed by a spectacular fireworks show later in the evening from the Cold Lake Marina. Mirrored against Cold Lake, and whether you are viewing it from the land or the water, this is a display that should not be missed.



Each year on the August long weekend, the City of Cold Lake hosts Aqua Days at Kinosoo Beach. This is an event with plenty of activities for the whole family. Enter a cardboard boat in the annual race, cool off at the splash park, take in some entertainment at the beach, or just sit back, relax and enjoy the natural beauty Kinosoo Beach offers. Be sure you don't miss the fireworks down at the Cold Lake Marina afterward!

The Cold Lake Energy Centre is the hub of activity in the City of Cold Lake. This state-of-the-art facility is designed to host sporting events, concerts, trade shows, conferences, and more! The City's two large facilities, the Imperial Oil Place Arena and the Reid Field House, have a capacity of 3,030 and 1,397 people respectively, providing flexibility for a variety of

events. The Mach 1 Skate Park is a recent addition, giving a place to board or bike and show off your moves. Check out the concrete bowl and the different styles of ramps, providing skaters and bikers a range of obstacles and surfaces to practice on – everything from beginner to advanced.

Young families can visit the City's modern FCSS and Parent Link Centre building, and spend time taking part in a variety of activities and games that are scheduled throughout the year. An updated schedule of programs can be found online. After stopping by, head north for a walk along the lakeside or through the Provincial Park.

For the avid golfer, the Cold Lake Golf & Winter Club provides a beautiful setting of 18 holes, nestled just off Veteran's Drive on 4 Wing Cold Lake. The course offers the chance to spot foxes, deer, moose, and bears. There is a full-service lounge and restaurant on location. In the winter, the course becomes a winter playground for

