

Joseph Fernandez

Subject:

FW: South Island Spirit Loop

Aaron and Bob,

I am reaching out as we have had a number of inquiries asking us to expand the South Island Spirit Loop (www.spiritloop.ca) to include the Lake Cowichan Area. After discussions with our partners they have agreed that it would be appropriate to include the Lake Cowichan area in this campaign. The goal of this tourism campaign is to draw people out to new tourism experiences outside of the core areas of Victoria and Duncan.

This campaign is largely funded by Destination BC, City of Langford, Malahat Nation and our Partners, T'souke Nation and their Partners in Sooke and Port Renfrew. If you are interested in taking part we do ask that a financial contribution comes from your area which could be from the City of Lake Cowichan, Lake Cowichan First Nation or from businesses in your territory. If you are interested in taking part and are not able to make a financial contribution I would be happy to reach out to businesses we know in your area and see if they are willing to contribute.

If you interested please let me know.

Josh



Josh Handysides
Chief Administrative Officer

Malahat Nation
110 Thunder Road | Mill Bay, BC | V0R 2P4
Tel: (250) 743-3231 Ext. 304 | Cel: (250) 701-1966 | Fax: (250) 743-3251
www.malahatnation.com

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