

# \$75,000 TO CELEBRATE 75 YEARS: CONTRACTORS SUPPORT FORESTRY EDUCATION

TLA Editorial

The Truck Loggers Association is proud to announce its \$75,000 sponsorship toward the BC Forest Discovery Centre's new *Forests Forever* exhibit in honour of our 75th anniversary. The TLA has represented independent logging contractors for 75 years and the Board of Directors thought a great way to honour that milestone would be contributing to increased public understanding and support of the forest industry.

"I'm proud the TLA is walking our talk," said Jacqui Beban, TLA President. "This \$75,000 will help the Centre build public appreciation for the forest industry and showcase it to attract new workers. This new exhibit is about the future of forestry; it's not just a museum looking at the past."

For more than 50 years, the Centre has had an educational mandate to tell the

story of the past, present and future of the forest industry in British Columbia and the TLA has been a supporter from the beginning. "Since I've been on the board, the TLA has been a constant supporter donating \$10,000 each year," said Sean Heard, a TLA member who also sits on the board of the BC Forest Discovery Centre. "With this \$75,000 sponsorship, the TLA has now donated well over a quarter million dollars to the BC Forest Discovery Centre since it began."

Over the past three years, the Centre has made significant improvements, including a new parking lot, a new front entrance, building renovations, and improved wheelchair accessibility. With this work, the Discovery Centre has almost doubled its yearly attendance and expects to welcome more than 60,000 visitors this year.

The TLA believes the BC Forest Discovery Centre's 100-acre facility is the perfect place to host a new \$1.5 million exhibit to inform the world of our vibrant, regulated, sustainable, innovative and globally competitive, renewable resource industry. We're pleased the new exhibit will showcase technology like LiDAR, drones and tethered harvesting. The TLA supports the Centre's ambition to share the story of where wood comes from, how it is harvested and transported and where it eventually ends up.

In addition to the TLA's generous contribution of \$75,000, several other forestry organizations have stepped up including Western Forest Products, TimberWest, Interfor, Coastland Wood Industries (a TLA member), Strategic Natural Resource Consultants (a TLA member) and Forest Innovation Investments. Combined, these donations have brought the fundraising total to just over \$500,000. The Centre is also in phase two of the grant process for Island Coast Economic Trust and is striving to obtain the maximum grant of \$400,000.

The fundraising goal of \$1.5 million is ambitious and the Centre has given themselves a tight timeline to start the project (late fall 2017). They are encouraging all people and businesses that have a vested interest in the forest industry to get involved and contribute. This is everyone's story to tell and the project's success

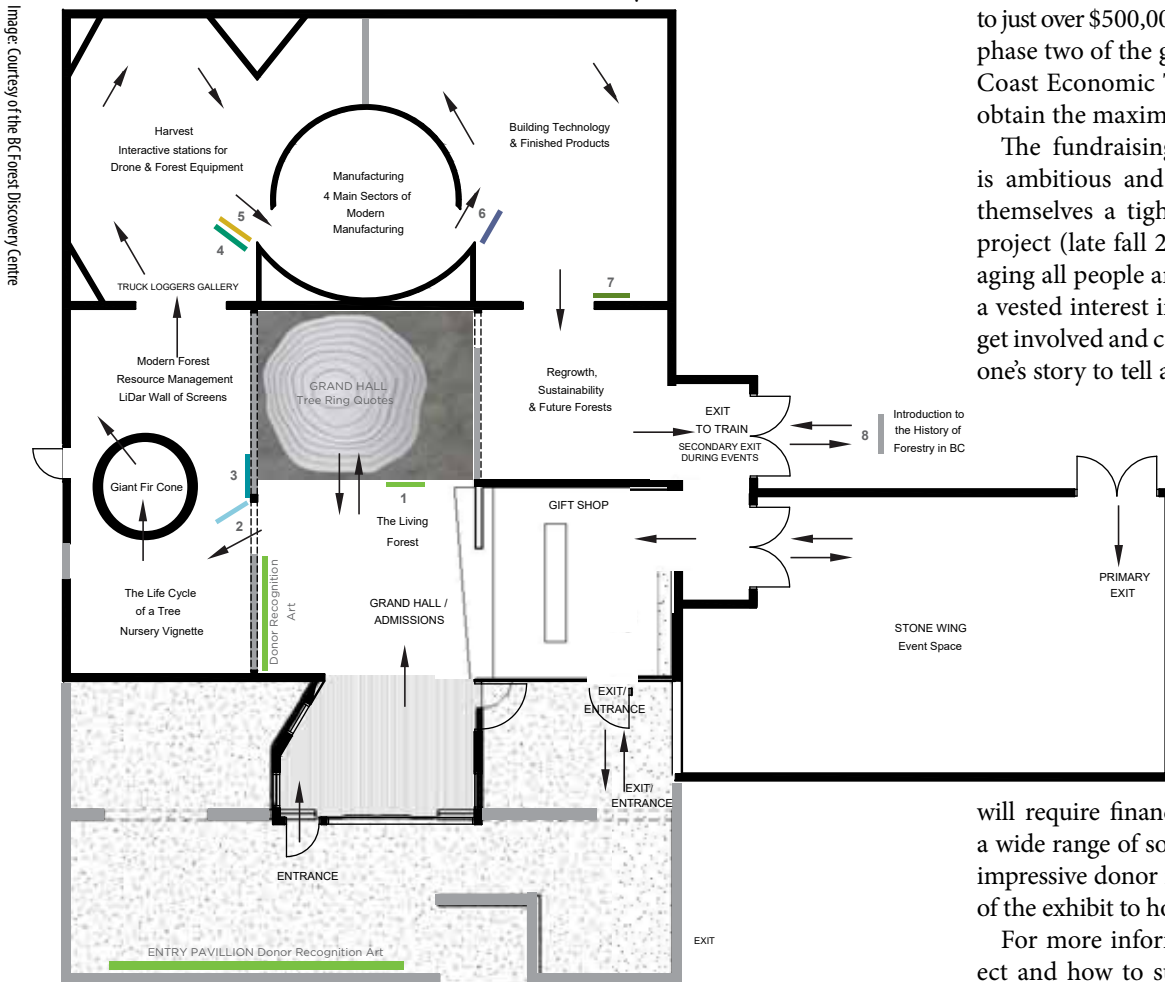


Image: Courtesy of the BC Forest Discovery Centre

The diagram shows the proposed topics for the *Forests Forever* exhibit and the flow of traffic through the building.

will require financial contributions from a wide range of sources. There will be an impressive donor recognition wall as part of the exhibit to honour contributions.

For more information about the project and how to support it, please check out the website: [bcforestdiscoverycentre.com/forestsforever](http://bcforestdiscoverycentre.com/forestsforever).▲