

Media Release – For immediate use



Ontario Trails Council
Conseil des sentiers de l'Ontario

Provincial Trails Organizations announce new trail product

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The Ontario Trails Council and its partners The Ontario Federation of All-Terrain Vehicles and Eastern Ontario Trails Alliance are pleased to announce the initiation of the **'Trillium Trails Network – Gold Trail Pass Program'**.

Referred to as the **'Gold Pass'** "this pass will assist trail organizations to sustain their trails," announced OTC President Jack De Wit. "Working with the Ontario Federation of All-Terrain Vehicles enabled us to provide reciprocal riding for members of the provincial ATV association," adds DeWit. It's equally important that this pass be used on some existing trail pass areas, such as the trails of the Eastern Ontario Trails Alliance.

So effective immediately the ridership of the OFATV will be purchasing a **'Gold Pass'** to ride on trails they manage and operate. The trails of the Eastern Ontario Trails Alliance will be selling the **'Gold Pass'** and these trails and users can ride on both systems.

"This is good news for ATV'ers in Ontario," says Bruce Murphy OFATV President. "The **'Gold Pass'** pass not only helps trails, it helps clubs to do the work of sustaining trails while providing club members with more places to ride for a single season fee."

"The **'Gold Pass'** works for the EOTA as well," notes Cindy Cassidy Director, "we can provide more riding on our ATV trails, while supporting our multi-use trail system through a single pass provincial brand."

"The big benefit for the OTC, other than directly supporting our members and their trails, is the fact that the **'Gold Pass'** program is scalable and transferable to other systems, trails and areas of the province that want to engage in mutual trail support," says Patrick Connor ED of the OTC.

For maps, passes, seller locations or more information on the **'Gold Pass'** and related services contact the Ontario Trails Council, OFATV or EOTA. For links to these groups go to: www.ontariotrails.on.ca

