

**MEDIA STATEMENT**  
*FOR IMMEDIATE RELEASE*

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## **Trans Canada Trail (TCT) Salutes Manitoba Government for Continued Investments in Trail**

April 24, 2021 - On the occasion of the Trails Manitoba AGM, Trans Canada Trail President & CEO Eleanor McMahon thanked the Manitoba government for their recent announcement of an additional investment of \$2.5M to the Manitoba Trails Strategic Fund to help create, maintain and expand recreational trails. The fund was established in 2020 with an initial \$7.5M of funding.

“We are delighted to see this important investment, and we congratulate the Manitoba government for their continued support of trails. It is encouraging for all trail builders and trail users to know that they are supported by funding that will allow for even more opportunities to get outdoors to maintain their physical and mental health and well-being,” says Eleanor McMahon, President & CEO, Trans Canada Trail.

McMahon underscored the timeliness of the announcement: “Our national polling data confirms that trail use is up across Canada by close to 50%, with 95% of Canadians telling us that enhancing their mental health has prompted their increased use of trails – with an equal number stating that a desire to contribute to their physical health has been their motivation. The impacts of the pandemic have been profound – and Canadians are seeking opportunities to experience nature, recreate safely outdoors, and connect safely to each other, and to their communities. This ongoing funding will help them to do just that,” McMahon noted.

“The Manitoba provincial government’s recognition of the increased demand for outdoor experiences is something we applaud, and is further reflected in their recent announcement of \$20M in provincial parks. Together, these investments will enhance the health, safety and well-being of communities across the province and in the process, enhance local economic development through tourism opportunities. We look forward to our continued work together with the provincial government and Trails Manitoba, in support of trails and in particular, The Great Trail of Canada,” said McMahon.

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### **About Trans Canada Trail**

Touching every province and territory, stretching for more than 27,000 kilometres and profiling Canada’s diverse landscapes and cultures, The Great Trail of Canada is the world’s longest network of recreational trails. Supported by donations to Trans Canada Trail, The Great Trail links over 15,000 rural, urban and Indigenous communities from coast to coast to coast. It is a connector of people and communities, a national unity endeavour that brings together Canadians from all walks of life, enhancing their quality of life, and the communities where they live, work and play. [thegreattrail.ca](http://thegreattrail.ca)

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