



MEDIA RELEASE

For Immediate Release

Trans Canada Trail and Peace by Chocolate Partner in Sweet Celebration of Connection, Community and Canada

“One Trail, One Love” Chocolate Bar Series Launches Today

**On sale now at tctrail.ca/chocolate
and in the Peace by Chocolate retail store in Halifax**

Montreal, April 13, 2022 – [Trans Canada Trail](https://tctrail.ca), steward of the world’s longest recreational trail, is proud to announce today its partnership with Nova Scotia-based [Peace by Chocolate](https://peacebychocolate.com). At the sweet centre of this partnership are the Trans Canada Trail “One Trail, One Love” chocolate bars – a collection of four exclusive and time-limited bars created in celebration of community, connection and Canada, themes integral to the work of both Trans Canada Trail and Peace by Chocolate.

“We are honoured by the spirit and generosity of this partnership – a chance to celebrate the bonds of connection common to both Trans Canada Trail and the wonderful story of the origins of Peace by Chocolate,” says **Eleanor McMahon, President & CEO, Trans Canada Trail**.

“Peace by Chocolate Founder Tareq Hadhad has an amazing story of resiliency through adversity that has inspired us all. The past two years of physical isolation have tested our collective resiliency – but the bonds that unite us are reflected by the ability of Canada’s national trail to connect us to nature and to one another. Canadians have sought refuge in the Trans Canada Trail in increasing numbers in support of their physical and mental well-being. This campaign captures the love Canadians have for the Trans Canada Trail and combines it with the ethos of meaningful connection that Peace by Chocolate represents,” McMahon added.

“Peace is all around. Peace by Chocolate is all about finding peace and spreading peace. Trans Canada Trail also does this by encouraging people to get outdoors and enjoy the natural wonders of Canada right out your front door,” says **Tareq Hadhad, Founder and CEO, Peace by Chocolate**. “One of the first things my family did when we arrived in Canada was learn about and enjoy the natural beauty of our new home. We are excited about this partnership to help others find peace through nature and the beauty of the Trans Canada Trail. I invite everyone to experience the Trail, and try the Trans Canada Trail ‘One Trail, One Love’ chocolate bars, because as we say, One Peace Won’t Hurt™,” he added.

With names inspired by the millions of people across Canada who embrace and enjoy the Trans Canada Trail, the bars are available for purchase now at the Peace by Chocolate retail store in Halifax or online at tctrail.ca/chocolate. For each chocolate bar sold, \$1 will go towards supporting the continued development and maintenance of the Trans Canada Trail, ensuring the sustainability and accessibility of the 28,000 km-long national trail for generations to come.

The set of chocolate bars can be purchased individually or as a group of four:

- Nature Lover – Milk chocolate bar with maple filling
- Avid Adventurer – Dark chocolate with almonds and sea salt
- Trail Trekker – Milk chocolate bar with hazelnuts
- Peace Seeker – Dark chocolate bar with dried cherries and pistachios

Trans Canada Trail's partnership with Peace by Chocolate is one of various celebration activities happening in 2022 to mark Trans Canada Trail's 30th anniversary. In 2017, Trans Canada Trail achieved the milestone of connection, connecting the physical trail from coast to coast to coast. Building on that milestone, Trans Canada Trail now looks to showcase this iconic Canadian asset and create amazing experiences to encourage people to get outdoors and experience the myriad benefits the Trail has to offer.

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Interviews are available, on request, with:

- Eleanor McMahon, President & CEO, Trans Canada Trail
- Tareq Hadhad, Founder and CEO, Peace by Chocolate

Resources:

- Download [images](#) of the Trans Canada Trail (Password: TCTmedia).
- Download a graphic [map](#) of the Trans Canada Trail.
- Find your local section of the Trail [here](#).
- Read Trans Canada Trail's Léger survey research on trail use in Canada: [February 2022](#); [August 2021](#); [November 2020](#); [June 2020](#).
- Read our [Conference Board of Canada report](#) on the health, environmental and economic benefits of Canada's trail system.

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About Trans Canada Trail

The Trans Canada Trail (the Trail) is the longest recreational trail in the world, spanning over 28,000 kilometres on land and water. Linking three oceans – the Atlantic, Pacific and Arctic – the Trail connects

15,000 rural, urban and Indigenous communities across every province and territory. It is a ribbon that connects Canada's diverse landscapes, seasons, people and experiences, and fosters unity, collaboration and connectedness. Trans Canada Trail is a registered charity and stewards this national trail in collaboration with local Trail partners. With funding from the Government of Canada through Parks Canada, and investments from all levels of government and generous donors, Trans Canada Trail is the largest investor in trail infrastructure projects in Canada, supporting improvements, growth and enhancements for generations to come. tctrail.ca

About Peace by Chocolate

Peace by Chocolate was founded in 2016, in Antigonish, Nova Scotia and ships chocolate around the world. The company passionately combines a blend of Syrian fillings and ingredients, including nuts, fruit, and spices. Inside each Peace by Chocolate product is uncompromising quality, with each chocolate a little work of art in and of itself, exuding sophistication, style and excellence. Peacebychocolate.ca

About the Hadhad Family

For nearly 30 years, the Hadhad family business created and shipped specialty treats all over the Middle East and Europe. Like much of their homeland, in late 2012 the original Hadhad family chocolate factory in Damascus, Syria, was destroyed in a bombing that forced the family to leave everything behind and flee to Lebanon.

For three years they found themselves living as refugees with little opportunity or hope. Their lives were forever altered, and they dreamed of being able to once again live lives they could love. Their dreams came true when the family was invited to Canada. With the support of their new community of Antigonish and the people of Nova Scotia, they rebuilt their chocolate company and are once again doing the work they love. Peacebychocolate.ca