

News Release



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Project Encourages Residents to Explore the World in their Backyard

AIRDRIE, ALBERTA – Airdrie’s Korean totem poles are once again featured in the Alberta Community Icons Passport.

The Passport Program showcases many of the “world’s largest,” historic and one-of-a-kind icons throughout Alberta. “It’s a great way to get folks off the beaten path and see the things you can’t see on the major highways,” says The Real Mantracker, Terry Grant, spokesman for the 2012 season. “It’s the perfect way to plan an old fashioned road trip.”

In Airdrie, the program is also a chance for residents to explore the city. “Not only does the program showcase Airdrie as a dynamic and interesting destination for visitors, but it encourages residents to explore the world in their own backyard,” says Sara Chamberlain, Economic Development Officer, City of Airdrie.

A new option this year is the “Icon’s App” for iPhone and Android. Travellers can collect virtual stamps on their passport as they travel around Alberta, eliminating the need to carry a paper passport.

Stamped passports can be entered to win cash prizes ranging from \$800-\$2,000.

The Korean Totem Poles are one of 36 icons located in communities across Alberta. Standing in Nose Creek Park, the six handcrafted Totem Poles were donated to the City of Airdrie by Gwacheon, Korea to commemorate the communities’ sister city relationship.

Paper passports can be picked up and stamped at Nose Creek Valley Museum or Airdrie Public Library, as well as most Visitor Information Centers in Alberta or downloaded from www.albertaicons.com. The Icons app is available for download on your iPhone or Android app store and the program is on Facebook under “Alberta Community Icons.” Full contest details can also be found on the website.

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Photo Editors note: photo of totem poles attached

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