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For all, outside, every season.

Braggin' Tales!

Happy Tales for Happy Trails

January 2021 / Volume 1

The first of our new series of regular newsletters to let everyone know what's new in the zoo.

Let's get grooming!

Bragg Creek Trails was at a crossroads where growth and expectations were overwhelming our current resources. The purchase of a small Snow Rabbit alleviated the pressure on our existing equipment and manpower, resulting in more streamlined operations. We are so delighted to have been blessed by the generosity of all the donors that made this purchase possible, with special shoutout to the Frischkorn Family Foundation. Read the full article [here](#)



Rebranding!!

Thanks to the dynamic duo at Barun Fox, who took us from blah to wow, we are now Bragg Creek Trails. Our revitalized logo is more fun, modern and encapsulates our personality and values while highlighting our unique setting in the foothills with trees and animals.



The trails are a destination that connects every one of us -regardless of the sport we love. The value the trails bring to the community is priceless.

With this rebrand comes a new website, signage, marketing materials, swag and social media which visually captures the brand statement in a modern, inclusive look. We are excited to launch this much needed facelift that will help us appeal to all users - it's the kick off to a new era for our beloved trails!!

Trail Hosts On Site

Trail Hosts have been on site for the past month, either on the trails or at the Information Kiosk window at the Trails Centre. Trail Hosting is a new initiative started in an effort to educate and further connect with our users.

Trail Hosts work shifts at the Information Kiosk in the Trails Centre or venture out on the trails as they go for their usual run, ski, hike, bike, canter or snowshoe.

Trail Hosting is a great way to volunteer with BCT. If interested, please contact Pam, our fabulous volunteer coordinator [here](#)

New PDF Maps For All Users

Not sure where to go with the new Fat bike you got for Christmas? Taking the little one on his first xc ski? Want some solitude on your snowshoes? Or maybe you just want to amble along with your horse on the new Equestrian winter trails?



Check out the new [user-specific PDF maps](#) available for printing on our website. Whether you're a beginner, intermediate or expert, we've got you covered...

Every Dog Must Have His Day!

With visitors heading out to the trails by the thousands, it is more important than ever for everyone to remain safe and respectful. While dogs motivate us to play, seek adventure and get outside, we need to ensure dogs and their owners follow dog



trail etiquette. Dogs MUST be kept on leash in PRA (beige area). Read more [here](#)

Read the full newsletter [here](#)....

Bragg Creek Trails is a registered trade name of The Greater Bragg Creek Trails Association

