



# BC FOREST DISCOVERY CENTRE

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## For Immediate Release

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### **BC Forest Discovery Centre Launches \$1.5 Million Fundraising Campaign for New Forest Industry Exhibit**

Western Forest Products, TimberWest and Truck Loggers Association - First Major Project Sponsors

**DUNCAN, BC Sept 19, 2017** — BC Forest Discovery Centre (BCFDC) has launched a \$1.5 million fundraising campaign to build a state-of-the-art exhibit designed to educate the public about modern innovation in forestry on the BC Coast. Western Forest Products (WFP), TimberWest and Truck Loggers Association are the project's first major sponsors. Other early contributors include Interfor, Coastland Wood Industries, Forest Innovation Investments, and Strategic Natural Resource Consultants. So far over \$500,000 has been raised for the project.

The "Forests Forever – Innovation in Modern Forestry" exhibit, expected to be complete for Summer 2018, will provide an immersive and interactive experience for visitors to learn about modern forest management and its environmental, economic and social benefits to the BC Coast.

Visitors will follow the life cycle of a commercial tree, from seedling to finished product, and will be able to participate in the forestry process by measuring the forests with lasers, flying drones, simulating harvesting techniques, while learning how to mitigate climate change. The exhibit will be housed in the main museum building. The exhibit will be the modern day complement to the historical elements of the centre, including the popular steam train, fire tower, and logging camp.

"We are so excited about this project, and are looking forward to all members of the forest community becoming involved," said Chris Gale, BCFDC Manager.

"Western is proud to be a part of this exhibit, which will show how the forestry industry has lasting positive economic, environmental and social impacts for coastal communities." Shannon Janzen, Vice President & Chief Forester, Western Forest Products.

"We are pleased to support this major improvement to the BC Forest Discovery Centre," says Jeff Zweig President and CEO of TimberWest. "The upgrades at the Centre will give visitors a modern overview of the forest sector – highlighting how science and innovation are transforming the industry. Interactive tools and informative displays will help convey how forestry has evolved in the 21<sup>st</sup> century and the exciting future for this important pillar of the BC economy. "

Located in the main building of the BCFDC at 2892 Drinkwater Road in Duncan, BC, BCFDC anticipates the new exhibit will bring in more than 100,000 visitors per year. A video about the fundraising campaign and proposed exhibit is available [here](#).

#### **For more information, please contact:**

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[www.bcfrestdiscoverycentre.com](http://www.bcfrestdiscoverycentre.com)

<https://youtu.be/cvVEVwMFpno>

*The BCFDC has shared the history of the forest industry on the BC Coast for more than 50 years. It is a non-profit and registered charity charged with collecting and preserving artifacts relevant to coastal forestry as well as educating the public about life, work and the environment in forest communities of Coastal BC.*

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