



FOR IMMEDIATE RELEASE

Monday, 27 July, 2015

Tickets now on sale for Heritage BC's Annual Conference 'The Main Thing'

Heritage BC, a charitable non profit, announces the opening of registration for their annual conference, taking place October 2-3 in Rossland, B.C.

This year's conference, 'The Main Thing' follows on the national Heritage Week theme promoting main streets as an vital part of heritage conservation and economic stimulation.

Come learn how to create a dynamic downtown by refreshing and renewing your revitalization strategies, and learn how to leverage your heritage assets to create cultural tourism opportunities and discover sustainability practices.

British Columbia's architects, planners, archivists, consultants, non-profit leaders and heritage activists will come together for this year's conference, which takes place in a variety of Rossland's unique and valued heritage buildings.

Not just for history buffs, the conference is open to all, featuring a variety of interactive workshops, talks and tours highlighting the beautiful historic town of Rossland and a number of other heritage downtowns in the Kootenay region.

Conference workshops have something for everyone with topics including heritage and cultural tourism, heritage conservation and climate change, and traditional building materials and methods.

"We are delighted to welcome Jim Mountain, Director of Regeneration Projects at Heritage Canada the National Trust to open the conference as keynote speaker", said Janice Henry, Heritage BC Board President. "His wealth of experience with downtown renewal will give attendees a great insight into our 'Main Thing' theme".

Feature presentations include "How I Caught The Heritage Bug" a talk from retired CBC broadcaster Mark Forsythe, a guided tour of downtown Nelson, and a behind the scenes look at the conference venue and Heritage Legacy Fund project, the Rossland Miners' Hall. Delegates will have the opportunity to explore the archives at the Rossland Museum & Discovery Centre and have hands on learning experience like making adobe clay bricks or traditional timber framing.

"By bringing the conference to Rossland, we feel that we can expand the understanding of how important main streets are in terms of a city or towns economic viability, and how heritage conservation adds value in terms of community sentiment and cohesiveness" says, Heritage BC Executive Director, Kathryn Molloy. "This year's conference will offer a multitude of learning and networking opportunities and many free or low cost options including our new a la carte choices for those unable to attend the full conference."

Heritage BC



Registration is now open on the Heritage BC website. Register before August 3 to take advantage of the best early registration rates. Visit www.heritagebc.ca for details. Members of the Planning Institute of British Columbia can earn Continuous Professional Learning Units for attending workshops at the conference.

Heritage BC is pleased to acknowledge the support of the Province of BC and the



For more information on how to become a conference sponsor, please contact

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