

Canada Place Fact Sheet

Banff National Park

HISTORY AND MANDATE

-On June 26, 1998, the Minister of Canadian Heritage, the Honourable Sheila Copps, announced that, "In order to address the concerns of Canadians, to protect the ecological integrity of Banff, and in recognition of its status as a World Heritage Site, further actions [were] being taken in [various] areas", one of them being "greater learning opportunities for Canadians through the establishment of the new Environmental Learning Centre and a Canada Place."

-Canada Place is a Ministerial initiative intended to facilitate Canadians' access to information about Canada. The first Canada Place was opened in Winnipeg in 1998, Toronto's and Regina's Canada Places were opened in 1999, and Moncton's and Banff's in 2000. Banff's Canada Place is the first and only Canada Place yet to be located in a National Park, and operated by the Parks Canada Agency. More Canada Places across the country are in various stages of being set up. Each facility is unique.

THEMES AND MESSAGES

-The overall theme shared by Canada Places is "strengthening and celebrating Canada". Banff focusses on "Canada: A Celebration of its Land and People". Main topics are: Connecting Canadians (explorers, transportation, landscapes, communications), Protecting our Heritage (National Parks of Canada, National Historic Sites of Canada, World Heritage Sites), Leaving our Mark (Canadian history, Canadian inventions, and notable Canadians), and Canada Touches the World.

-Messages featured in the exhibit in personal and educational programs, on posters, etc., change seasonally according to the themes and days promoted by Canadian Heritage initiatives (ie: National Flag of Canada Day, United Nations Day for the Rights of Women and International Peace, International Day for the Elimination of Racial Discrimination, etc.)

EXHIBITS AND INTERACTIVE MEDIA

-The Canucklehead game was developed by Blackstone Media of Edmonton, Alberta. The version of the game that is used in Canada Place was modified especially for the exhibit in Banff.

-All of the other interactive programs in Canada Place were developed by Seventh Floor Media (formerly Excite Laboratories) of Vancouver, British Columbia.

-The physical elements of the exhibit in Banff were mainly done by TCD (TransCanada Display) of Montreal, Quebec.

-The Protecting our Heritage exhibit on display was constructed by Banff General Construction of Banff, Alberta--the graphic panels done by DLF Imaging of Calgary, Alberta.

-The Canucklehead exhibit on display was designed by Brown Bag Design and constructed by The Gizmo Shop, all of Calgary, Alberta.

-The total cost of the Canada Place display in Banff was \$1.1M

VISITATION

-In the nine months since the official opening on July 9, 2000, more than 19,000 people--mostly Canadians, but also visitors from all over the world--have visited Canada Place in Banff. This number includes 10 school groups, mostly from the local area, but also from Lethbridge, Edmonton, St. Hyacinthe, and Quebec City.

-More than 500 local students have also participated in outreach activities coordinated by Canada Place.

-Public response has been overwhelmingly positive. A guest register has recorded many compliments in the exhibit.

FOR MORE INFORMATION, CONTACT:

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