

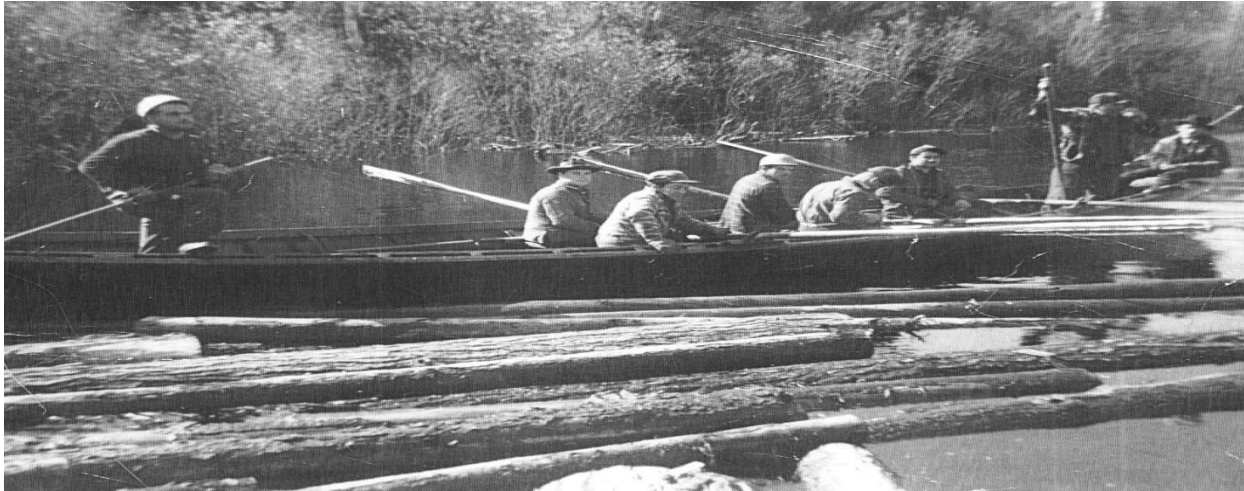


2015

## Press Kit Coulonge Falls Park



Live the  
Adventure!  
Mansfield, Québec



## Who are we?

Coulonge Falls Park (also known as Chutes Coulonge Park) is a logging interpretation centre with recreational and educational activities located in the magnificent Pontiac Region in Outaouais. It is located 30 minutes from Pembroke and 70 minutes from Ottawa. We are a nonprofit organization located on Municipal and private land owned by Brookfield Energy.

## Mission

To preserve and display the rich history, heritage and personal legacies of the lumber industry of yesteryears, while incorporating sustainable eco adventure activities that exceed public safety standards, therefore increasing the number of visitors in our great region and creating greater employment, training and partnership opportunities.

## Vision

Become the number one recreational, historical and educational attraction center in Western Outaouais and allow the site to be recognized as an integral, quality, economic generator in the heart of the MRC Pontiac.

## Objectives

- Increase the historical representation of our heritage
- Increase the recreational and educational offer in the region
- Create and increase structural partnerships with regional businesses
- Create and increase year round employment opportunities

- Increase tourism traffic at the park and the Pontiac Region
- Increase our community contribution, especially towards the youth

### A few highlights

- End 1830: The Honorable George Bryson acquires thousands of acres of timber surrounding the Coulonge falls. The Bryson family will then operate the site for 2 generations.
- 1982: End of the logging industry following a government law that prohibits the floating of logs in the river citing environmental reasons. This new law will forever transform the lumber industry throughout Canada.
- 1992: Creation of the Chutes Coulonge Foundation by concerned citizens devoted to the protection and preservation of the park which was neglected throughout the years.
- 2008: Construction of the aerial park as we know it today. This park now includes a tree top obstacle course, giant zip lines and the one and only Via Ferrata in the region.
- 2013: Our Park sustains important damages caused by devastating micro-burst during the July 19th, 2013 storm. Following the storm, the park closed for 2 weeks in order to clean and secure the site. More than 150 trees and several aerial activities are lost due to the storm. The financial and material loss is estimated at several thousands of dollars.
- 2013-2014: With limited financial resources, the park manages to rebuild some activities and clean the park to make it safe to the public.
- 2014: The park build a new tree top obstacle course to replace the one damaged in the storm. This new course includes several new features including zip lines and obstacles. It is considered a considerable upgrade from the previous course.
- 2014-2015: In order to diversify its tourism offer, the park creates an experiential camping project by installing yurts and tipis in the park. These accommodations will be available 10 months out of the year starting august 2015. This project will continue to take expansion during 2015-2016 with other unique camping opportunities.
- 2014-2015: The Park develops 5km of hiking/snowshoe trail which is added to the existing trail network. This loop shaped trail leads to a lookout with an impressive view of the Coulonge River. This trail will also be available starting August 2015.



- 2015: Construction of a splash pad for kids and families. This important investment will enable the park mission to continue expanding its tourism offer to all kinds of groups in a safe and unique environment.
- 2015: The Park opens during the winter for the first time in history in order to make this beautiful site more accessible. Our snowshoe trail is also inaugurated in January 2015.
- 2015-2016: Planning for the construction of a new challenges course for kids aged 6 to 10 in order to replace the obstacle course completely destroyed in the storm.

### ***July 2013 Storm***





## Our Activities

### ***Discover the Via Ferrata: Impressive and captivating***



This rare activity is the only of its kind in the region and one of the few in Canada. Located in the Canyon of the Coulonge River, it consists of a climb/walk along the canyon's rock face, using cables and anchor points to help you progress along the way. It's like mountain climbing without the skills being required. It's the perfect team building adventure. Highly recommended!

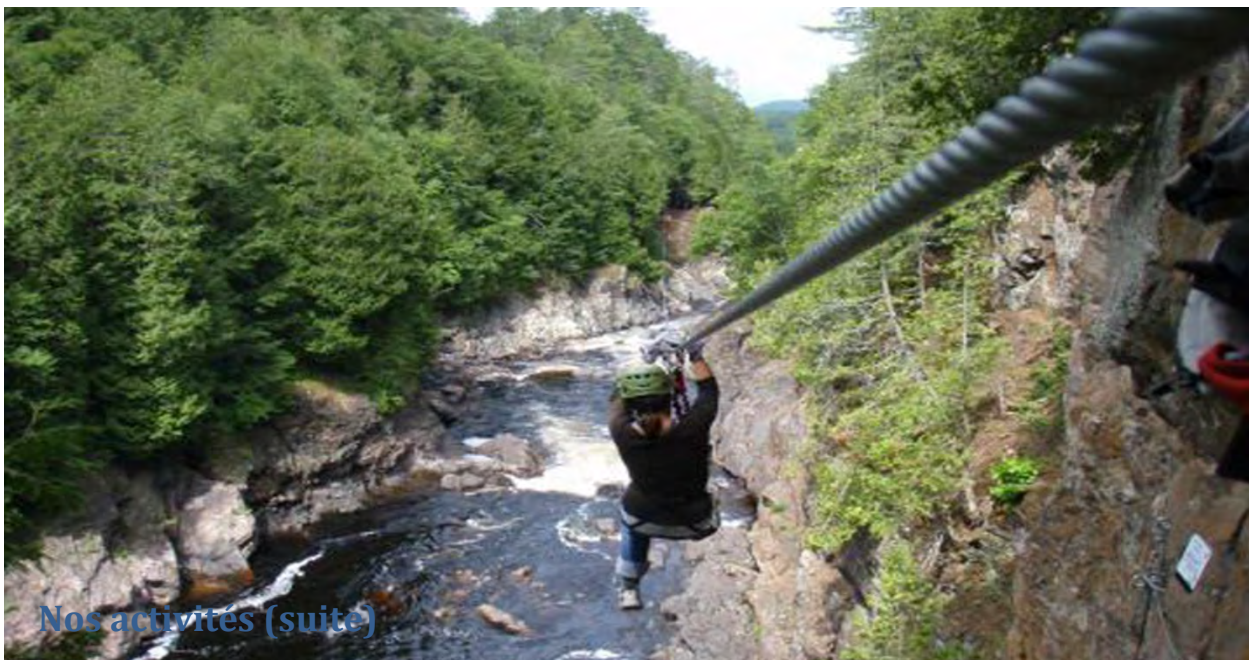




## ***Giant Canyon Zip Lines: Breathtaking!***



Consist of 2 giant zip lines (260 meters and 100 meters) above white water rapids located in the magnificent canyon of the Coulonge River. This breathtaking activity will provide you with the ultimate zip lining experience. It's a must! There is a short ladder to descend to access the launch platform and a short walk in the woods to access the second giant zip. Minimum effort, maximum fun!





## ***Tree Top Obstacle Course (New)***



Consists of our newly built adult obstacle course located up in the trees. Over 25 obstacles such as: Rope Bridge, Monkey Bridge, zip lines, ladders and more will provide you with a perfect dose of adventure and challenge. It's a great way to keep in shape with family and friends.



## Other Activities

### ***Logging Interpretation Trail*** ***(With 5km of new trails added in 2015)***



### ***Yurts and tipis (New)***



### ***Family Splash Pad (New)***





## Annual Events

### ***Festival of Lights: A natural Beauty!***



The Festival of Lights is held every year in December. The site is transformed in a majestic visual spectacle which attracts hundreds of visitors from all over.

### ***Easter Egg Hunt: Perfect Family Time!***



## Conclusion

### The Pontiac : Much more than just a car!

In the past, the Pontiac Region's economy relied heavily on the logging industry. Since it has almost completely disappeared, the region is now developing a new sector of activity through tourism by displaying several quality outdoor and recreational services. Chutes Coulonge Park is a major pillar of this industry.

We view ourselves as the Ottawa /Gatineau region's backyard for outdoors and nature lovers, a place where there is so much to discover. Much more than just a car, the Pontiac is an exceptional place to be discovered by people from the region, Canada and all over the world.

The objective of this press kit is to highlight the tourism attractions offered in our region and to help position ourselves in the region's tourist industry. Chute Coulonge Park has a rich and important history for which we should all be proud. Help us spread the word! Please consult our website for more information or to view videos. You can also reach us by using the contact below:

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