

NEWS RELEASE  
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Ministry of Tourism, Culture and the Arts  
Union of British Columbia Municipalities  
Knowledge Network Corporation

#### NEW WEBSITE TO SUPPORT COMMUNITY TOURISM EFFORTS

VANCOUVER - A partnership between the Province, the Union of British Columbia Municipalities (UBCM) and the Knowledge Network Corporation (Knowledge) has resulted in the creation of Picture BC - a new online gateway to communities around the province through photos, video and stories, announced Tourism, Culture and the Arts Minister Bill Bennett. Joined by representatives from the UBCM and Knowledge, Bennett introduced the new website to delegates at the 2009 B.C. Tourism Industry Conference earlier today.

"With Picture BC, we can capture the true spirit of our province and communities, for the entire world to see in film, photos, music, art, poetry and literature," said Bennett. "As communities across B.C. gear-up for the 2010 Olympic and Paralympic Winter Games, Picture BC is another opportunity for us to showcase our great province and an example of how we are working to make our tourism industry even stronger."

Picture BC invites visitors to explore the province through a series of interactive regional maps. Visitors to the website can also download and re-use professional quality photos from galleries provided for each of the participating communities. In addition, Picture BC includes customized community pages highlighting local features and attractions. With \$1 million in funding from the Province, UBCM worked closely with the Knowledge Network Corporation and the Ministry of Tourism, Culture and the Arts to fulfil the vision for the website.

"Local governments in B.C. value the importance of tourism as an economic driver," said UBCM president Robert Hobson. "Picture BC provides communities with a new platform for telling their stories and sharing images with neighbours and visitors."

"Developing Picture BC was a natural fit for Knowledge," says Rudy Buttignol, president and CEO of Knowledge Network Corporation. "Knowledge showcases arts and culture content through television and the internet, with a unique emphasis on B.C. and its world view. Picture BC's interactive web environment was designed to foster creativity and dialogue among British Columbians, and is an accessible cultural resource for educators, businesses, tourists, and citizens."

To experience Picture BC, go to [www.picturebc.ca](http://www.picturebc.ca).

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