



Town of Innisfail

NEWS RELEASE

April 26, 2005

Drive 'The Wild Mile' In Innisfail!

At the April 25, 2005 Regular Council meeting, the *Innisfail & Community Economic Development Board* (EDB) received support from the Innisfail Town Council in referring to the Highway 2A corridor within the Innisfail municipal boundaries as “**The Wild Mile**”. This is a community economic development initiative with the long-term goal of marketing and developing the Highway 2A located with Innisfail as a route featuring tourist services – similar to *Gasoline Alley* in Red Deer. This initiative is also in support of the Innisfail Tourism Region’s theme of “**Take A Walk On The Wild Side!**”

From a marketing standpoint, naming and theming such route creates a more attractive location to potential business investors and visitors. It has an endless potential to expand upon as ‘wild’ means different things to different people. The EDB’s vision is that the road will become, not only a major service hub in central Alberta, but also a tourist attraction in itself. The EDB will recommend to Town Council formally changing the name of the route to “The Wild Mile” when it is appropriate to do so.

Contact Tim Ainscough or Elwin Wiens at 227-3376 for more information.