



Tourism Canmore Kananaskis

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FOR IMMEDIATE RELEASE:

Tourism Canmore Kananaskis invites visitors and residents to pledge their commitment to the peaks

As the official destination organization for Canmore Kananaskis, Tourism Canmore Kananaskis is committed to honouring the community's storied past and preserving its stunning peaks—now and for future generations.

June 10, 2021

Through the 10 year [Canmore Kananaskis Tourism Strategic Plan](#), Tourism Canmore Kananaskis is committed to a triple bottom line approach to tourism development that will ensure high quality of life for residents, strong income for businesses, and a commitment to environmental sustainability.

To encourage responsible tourism in the region, Tourism Canmore Kananaskis has developed a [Pledge to the Peaks](#); an oath for visitors and residents alike to care for the community, respect the land, and preserve the peaks. The oath reminds everyone who takes it to act as stewards of this special place, which is surrounded by the protected peaks of Provincial and National Parks. Once they sign the pledge, they will be connected to the land, people, and animals to advocate and preserve this land for generations to come.

Canmore and Kananaskis is the base for a broad spectrum of business interests, environmental groups, community organizations, dedicated citizens, and regional partners that all have a stake in tourism development. We all want the community to continue to prosper, but never at the expense of our mountain lifestyle or landscape. Working together, we can realize a shared vision for sustainable tourism in the region, and keep our community thriving.

We all have a part to play in caring for the wildlife, land, and people of Canmore and Kananaskis. There are many species that call these peaks home, including grizzly bears, black bears, cougars, elk, wolves, and coyotes. As guests in their home, we encourage everyone to treat these animals with respect. Naturally, we're proud to coexist with our neighbours—the untamed ones and the two-legged ones.

Take the pledge, and share your commitment to preserving the place we all love. Then encourage your friends, family, and guests to do the same.

Pledge to the Peaks

I acknowledge that I travel, explore, and play in the Treaty 7 Territory region of Southern Alberta. Treaty 7 encompasses the traditional lands of the Îyârhe Nakoda Nations of Chiniki, Wesley, and Bearspaw, the Tsuut'ina First Nations, the Kainai, Siksika, and Piikani Nations of the Niitsitapi (Blackfoot) Confederacy, and Métis Nation of Alberta, Region III.





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I promise to honour and celebrate the land, history, and habitants of this sacred space, for I am a guest in their home.

I will do this by:

- Respecting the local culture, exploring with an open mind and gentle heart.
- Sharing the space, showing care and consideration for others.
- Treading lightly, leaving no trace behind.
- Gathering memories rather than momentos, leaving rocks, plants, and artifacts in place.
- Watching wildlife from a distance, keeping myself—and the animals—safe.
- Preparing for my adventures, respecting the mountains and my abilities.
- Travelling mindfully, being kind to all people, wildlife, and plants.

I pledge to preserve and protect these peaks for now and for future generations.

Take the pledge at pledgetothepeaks.ca

Sara Renner, Four-time Canadian Olympian, Olympic Silver Medalist and Canmore Resident says:
"We are all passing through this beautiful place. It's important to steward this knowledge, respect these mountains and each other."

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