



Trans Canada Yellowhead Highway Association

www.goyellowhead.com

Who we are : In 1947 the communities along the northern tier of the Western Provinces met to create an Association to act as their collective and representative voice to convince both Federal and Provincial governments that a northern Trans Canada Highway was needed to access the wealth of development opportunities along that route. The Association has achieved a great deal over the intervening 68 years including recognition for the Yellowhead #16 and #5 as significant highways.

However roadway standards and expectations of travellers have continued to evolve and continued investment is needed to keep the Yellowhead competitive with other routes and other attractions. The role of the Association continues to be to represent and to advocate for the collective interest for communities along the 3270 km of the Yellowhead Highway.

Our Mandate: The TCYHA is engaged in two major activities: **advocacy** for the development, maintenance and enhancement of the Yellowhead Trade Corridor and **promotion** of its benefits and assets to industry, tourists, governments and communities.

The TCYHA works with government representatives, businesses and the public to further its mandate. The Association collaborates with communities, businesses, and provincial and federal government to advance and promote the Yellowhead Highway as a primary trade corridor in western Canada. Our membership understands the correlation between adequate transportation routes, access, safety and economic prosperity. This has been the position of the people behind the TCYHA for over 60 years.



Advocacy

The commitment to improve standards, realize infrastructure improvements and address safety concerns is a continuous process of educating the governments as to the needs of their constituents. The advocacy program consists of regular contact with members for updates and government representatives responsible for highway development and maintenance. Advocacy is critical to ensuring that the Yellowhead Highway continues to realize improvements and enhancements.



The Trans Canada Yellowhead Highway Association is a highly respected organization across all of western Canada and in Ottawa as well. The determination and tenacity of the members have made this association highly recognized, respected, valued and successful.



Promotion / Marketing

The GoYellowhead Travel Guide is a high profile, free travel guide that is produced annually to promote the diverse and vast cultural, event and tourism resources along the entire span of the Yellowhead Highway. Some 75,000 copies are distributed directly to members and visitor information centres. In addition individual copies are mailed out throughout Canada, the USA and abroad from phone inquiries to our offices and by on-line requests. The TCYHA also promotes tourism and travel along the Yellowhead Highway with the distribution of a unique map of the four western provinces; these are also made available to visitor information centers as well as to the many travelers contacting us directly for travel information.



Social Media tags: @GoYellowhead ~ #GOYH

