

Press Release  
October 14<sup>th</sup>, 2004

**W.E.S.T. Society of Kootenay Country B.C.**

## **Welcoming Employment with Sustainable Tourism**

WEST is a non-profit Society formed in Invermere in 1996 and is made up of volunteers dedicated "to creating an atmosphere of open discussion, trust, and fairness within the community with regard to development and environmental issues".

The founding Members of WEST strongly believe the Jumbo Glacier Resort proposed near Invermere will be an excellent use of Crown land. WEST sat on the E.A.O. Public Advisory Committee panel and has debated the impacts and benefits of the Jumbo Glacier Resort (JGR) proposal at length.

***JGR opponents have stated that they will oppose JGR regardless of the outcome of the EAO report.*** WEST has stated since 1996 that a rational, scientific review of the project should be done. ***If this review demonstrates that the project is the best use of the Crown land, and the impacts can be adequately mitigated, then it should be allowed to proceed.***

Members of WEST and other like minded people are finding that the silent majority of British Columbians are supportive of development of Tourism in B.C., however it is the negative minority that get the attention. For this reason, in 1996, WEST was formed to balance against the vocal minority who are opposed to most tourism developments proposed in BC.

WEST supports sustainable tourism projects that provide the best return to BC taxpayers for the use of Crown land. Too often environmental groups do not see the big picture, ***tourism creates sustainable jobs that create increasing amounts of economic activity with fixed amounts of natural resources.*** Tourism proposals such as JGR help diversify the BC economy taking pressure off resource industries to create jobs.

The JGR proposal has been modified to reflect the concerns of environmental groups, local residents, First Nations, affected businesses, supporters and concerns raised by government ministries. If built, JGR will be the one of the most environmentally progressive resorts in the world. The members of WEST believe that ***the "silent majority"*** desires a rational assessment of these tourism projects and ***will continue to support the Jumbo Glacier Resort project.***

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