

NEW BANNERS FOR BIRCH AVENUE



Tuesday, April 8, 2025 – For Immediate Release

Tuesday, April 8, 2025 – 100 Mile House will soon see new banners going up along Birch Avenue.

The new banners, part of the Visitor Centre’s tourism marketing program, are replacing the current banners, which have seen tremendous deterioration due to weather. They are made of a more durable, weather-resistant material, which should last longer than the fabric varieties used in the past.

The new banner design celebrates the District’s history (coach) as well as the present, by encouraging visitors to interact with downtown business (explore, experience, enjoy, discover). Visitor Centre staff have worked hard to design a fresh new look that authentically reflects our community and shows off Birch Avenue.

Council previously approved a request from the Pride Society for some of their banners to be placed as well.

“We are looking forward to the new 100 Mile House banners as they’ll provide positive reminders of our attractive and engaging downtown,” says Mayor Maureen Pinkney. “The timing couldn’t be better as the District welcomes spring-time with the candy canes coming down and the new banners going up.”

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