



Miramichi River Route

The Atlantic salmon is an eminent symbol of perseverance and adaptation. It is a vital component of this majestic river's ecosystem and continues to offer significant cultural and economic value for the people who live along the Miramichi River Route. It is in this mighty free-flowing river where you will find the largest salmon run in north-eastern North America, and where up to 20 percent of the continent's salmon-industry earnings originate. Best of all, while driving alongside the Miramichi River, you are guaranteed to dine on some of the freshest tasting Atlantic salmon ever!

History

Worshipped centuries ago as the holder of all mysterious knowledge of the past and the present, the Atlantic salmon has always held a unique relationship with humankind. Archeological excavations along the Miramichi River have revealed a number of fishing villages and camps dating back 3,000 years! In the early 1900's the commercial salmon-fishing industry truly began to thrive in this region.

Today, the Atlantic salmon continues to be an intricate and vital part of the environment and modern culture on this magnificent river route.

Did you know?

- The Atlantic salmon's scientific name is *Salmo Salar* which translates to "the leaper".
- This remarkable creature will adapt to both fresh and salt water numerous times throughout its life.
- The Atlantic salmon is capable of swimming up 12-foot waterfalls.
- The Atlantic Salmon Museum, located in Doaktown, New Brunswick, houses an extensive collection of artifacts, detailing the life, culture and history of the Atlantic salmon.
- Celebrities and royalty alike – from HRH Prince Charles to the late great baseball hall-of-famer Ted Williams – have cast a line in the Miramichi River for a chance to battle the King of fish.



Marketing ideas for Tourism Operators/ Municipalities to consider using their Scenic Drive Symbol and name:

- Tourism brochures
- Websites
- Travel Maps
- Posters
- Interpretive Panels
- Tourism advertising
- Placemats
- Menus
- Handcrafts
- Linens
- Appropriate collateral

On brochures, websites, advertisements in tourism publications, etc., please provide the consumer with a small, simple map drawing of how to get to your business with the appropriate exit numbers.

The Scenic Drive maps, produced for the Tourism and Parks Vacation Planner, will be available to tourism operators beginning in January 2009. The formats available will be PDF and JPG. To obtain the document and information on your Scenic Drive, please contact Cécile LePage at Cecile.LePage@gnb.ca or 506-457-7280.

Signage Ideas for Tourism Operators/ Municipalities to consider:

Consider using the symbol for your Scenic Drive on:

- Highway Advertisements (with appropriate DOT permits)
- On-premise signs
- Building signs (for your tourism business or municipality)

The Scenic Drive symbol is available in the following formats - PDF, GIF, EPS, and DXF. Colour Guides will be provided with each request.

To obtain information on accessing Scenic Drive symbols and criteria for usage, please contact Penny Demmings at Penny.Demmings@gnb.ca or at 506-453-8769.

NEW BRUNSWICK SCENIC DRIVES



Acadian Coastal Drive



Appalachian Range Route



Fundy Coastal Drive



Miramichi River Route



River Valley Scenic Drive