

FOR IMMEDIATE RELEASE

Travel Drumheller and Everest Construction Collaborate on Comprehensive Signage Campaign to Support Local Businesses

Drumheller, AB – July 24, 2024 – Travel Drumheller is pleased to announce an exciting partnership with Everest Construction from Calgary launching an extensive signage campaign. This campaign is aimed at bolstering the local business community and improving navigation around the region during the ongoing Gordon Taylor Bridge construction project. This initiative is set to benefit residents and visitors alike, particularly as the construction is scheduled to continue for the next two years.

Everest Construction has committed to supporting local businesses affected by the construction. This collaborative signage initiative offered space for businesses to advertise along the safety panel fencing facing the fountain at Rotary Park, ensuring maximum visibility to thousands of visitors and locals.

"We are thrilled to partner with Everest Construction on this significant signage campaign. This collaboration not only aids people in navigating the region during the construction but also underscores the community spirit and local support that Everest Construction embodies. We believe this initiative will greatly benefit our local businesses by maintaining high visibility and accessibility," said Keri Looijen, Marketing Manager at Travel Drumheller.

Everest Construction has demonstrated a strong commitment to the Drumheller community by hiring 85% of the workers for the bridge project from the local area. This practice not only supports the local economy but also underscores Everest's dedication to community development.

"Supporting the Drumheller community is a priority for Everest Construction. By hiring locally and investing in sponsorship and stakeholder outreach initiatives, we aim to contribute positively to the local community during bridge construction. This collaborative signage campaign with Travel Drumheller is an excellent way to ensure businesses continue to thrive and that the community remains vibrant and accessible during construction periods," said Colin Hill, Operations Manager at Everest Construction.

The signage, designed to support local businesses and enhance navigation for residents and visitors, will remain in place for the duration of the Gordon Taylor Bridge construction project, which is scheduled to last for two years. This extended visibility ensures that businesses will continue to benefit from increased exposure throughout the entire construction period, helping to maintain customer engagement and accessibility during this time.

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About Travel Drumheller

Travel Drumheller is dedicated to promoting tourism and supporting local businesses in the Drumheller region. Through various initiatives and partnerships, Travel Drumheller aims to enhance the visitor experience and drive economic growth in the region.

About Everest Construction

Everest Construction is a leading general contractor based in the Calgary and Southern Alberta area committed to excellence in infrastructure and commercial construction projects. With a focus on community development and local hiring, Everest Construction strives to positively impact the local communities in which they operate.

For more information, please contact:

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