

WELCOME TO OUR BACKYARD!

Please enjoy it with respect.



Visitors to the west country will see Sasquatch signs around the area. The “Welcome to Our Backyard” campaign encourages users to enjoy the great outdoors, but to use respect and to take care of the natural spaces – so that they are preserved for now and for future generations.

The awareness campaign encourages visitors to camp and travel in areas that are safe for the traveller and for the environment:

- promoting responsible use of the natural areas of the west country
- mitigating the risks related to random camping near well sites
- mitigating the risks related to use of pipeline rights-of-way
- keeping recreational activities compatible with industry and environmental stewardship
- finding positive solutions to some of the challenges that arise when industry and recreation intersect in the west country.



Sasquatch’s message of respect and ecological stewardship in the west country focuses on building a sense of community pride and ownership by residents, workers and visitors that will be effective and sustainable in the long term.



This ad sponsored by **SHELL CANADA**