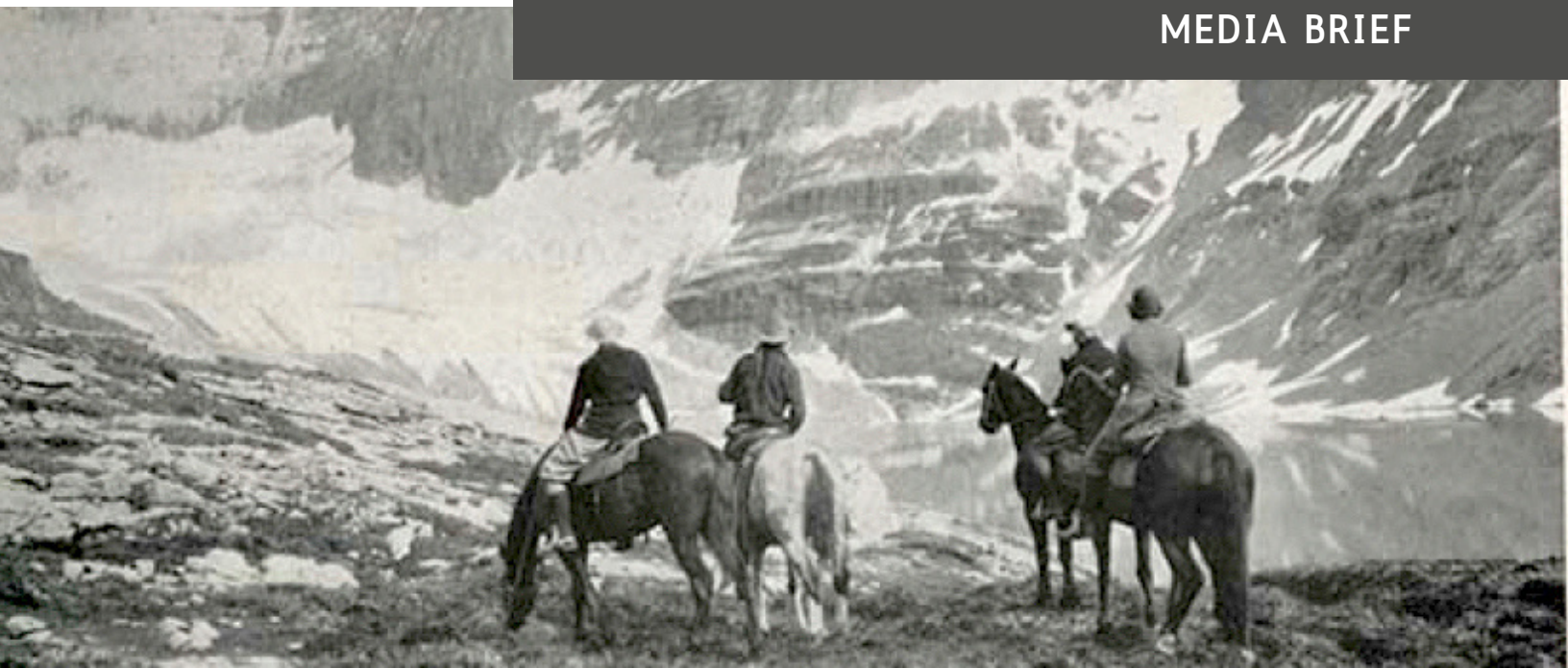


Trail Riders of the Canadian Rockies

1923-2023



CELEBRATING 100 YEARS OF AWE
MEDIA BRIEF





Our Story

Iconic to Alberta

TRCR is the oldest riding Society in Canada with deep ties to Alberta's rich history and the country's identity and success.

It began in the backcountry of Banff National Park. Back in September 1923. A small group of riders, all talented dreamers and shakers, became stranded in a snowstorm over three days in the high country of the Canadian Rockies. Qualifying the experience as one of the best, these visionaries established the "*Order of the Trail Riders of the Canadian Riders*," eventually known as the *Trail Riders of the Canadian Rockies (TRCR)*.



In 1923, the Canadian Pacific Railway recognized the potential of the Society and supported it for over 50 years, strengthening its brand as a nation builder.



Our Story

relevant

Early on, TRCR worked with Banff National Parks to map out and create trails and foster a sense of awe and respect for the natural surroundings.

The study of the fauna and flora was encouraged and the breeding of saddle horses for high-altitude riding promoted. This work was done in close collaboration with neighbouring indigenous communities, for which the Society is forever grateful.

TRAIL RIDE of 1941

To Mount Assiniboine by way of Canmore, White Man's Pass, Spray Lakes and return by the Valley of the Rocks, Simpson Summit, Rock Isle Lake and Healy Creek, to Banff.

Date: — Friday, July 25th. to Tuesday, July 29th.

Rates: — \$50, including bus transportation to Canmore, meals, tent accommodation, services of guides and gratuities to guides and helpers.

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Over the past 100 hundred years, thousands of riders from all over the world and all ages traverse some of the most pristine and breathtaking scenery on earth.



Trail Riders of the Canadian Rockies

This will Certify that:



has accumulated a minimum of 500 miles of horseback riding on alpine trails of the Canadian Rockies, as specified by the Constitution (Article 4, Section 2) and has qualified in all other respects for Life Membership in this Association. In recognition thereof, as of this date and for all time, the Trail Rider listed above is to be accorded all considerations and privileges commensurate with the honor of Life Membership.

Secretary-Treasurer

Date

President

TRCR's continued success through changing times, depressions, wars, plagues, fires and floods is due wholly to the enthusiasm and dedication of its volunteers and the passion they share with supporters like you.



Our Story

100 years of photo contests



Townsend
trophy
since 1923

Today, the Society carry on the legacy working closely with outfitters, guides and Alberta's national and provincial parks. They offer their guests a rare opportunity to ride the backcountry sharing their sense of awe and respect for our natural surrounding.

Rides are all inclusive four to six days including campsite, food, cooks, and the best trail-riding horses available. A TRCR volunteer host accompanies each group and are avid members sharing their talents and skills either as story tellers, musicians, naturalists or geologists.





Inspiring a New Generation of Trail Riders

A WINDOW ON THE WEST

A kick-off **house concert** with celebrated Bradley Bischoff and Scott Duncan. Horses, Mountains and Wardens. March 5th at 4pm at Chisel Creek Ranch in Bragg Creek

EXHIBIT AT THE WHYTE MUSEUM, BANFF

A dedicated exhibit celebrating 100 years off trail riding in the Canadian Rockies. Open to the public from June 14th to October 8th, 2023.

COFFEE TABLE BOOK

A visual feast of the past 100 years complete with short stories, anecdotes and the TRCR's 100th years of history. The book aim to inspire readers to experience trail riding first hand.

Shared widely and entry at the Banff Centre Mountain Film and Book Festival & World Tour.

DOCUMENTARY

Celebrating 100 years of the mountain horse, the unsung hero uniquely adept at exploring the Canadian Rockies and an essential partner to TRCR. Inspiring younger generations to take on ridership.

Shared widely and entry at the Banff Centre Mountain Film and Book Festival & World Tour.

THE 100TH ANNIVERSARY SIGNATURE RIDE

A six-day trail rides where it basically all started. Ride on scenic mountain trails that are unchanged from 100 years ago.

ROUND UP CELEBRATION

The community of trail riders and outfitters coming together to celebrate 100 years of trail riding. September 24th at the Banff Trail Rider Stable in Banff.

An opportunity to meet TRCR, leaders and public figures.

Today's outdoor enthusiasts either do not know about trail riding or do not believe they have the skills to engage in this activity.

Riding is an exhilarating way to experience the Rockies highlands and yes, anyone can engage in it with a little bit of practice.

2023 is a unique opportunity to inspire new generations into trail riding in the backcountry of the Canadian Rockies, and to foster awe and respect for the natural surroundings.

JOIN THE CELEBRATIONS



Tell our story

Please join us in telling this iconic Alberta's story -- an organization at the core of Alberta's persona. Indeed, off Canada's persona.

We welcome

- the possibility of exclusive interviews
- feature stories
- heck - any size stories

We can provide you with

- Backgrounders
- 100 years of photos
- Historical video and documentaries
- Collection of stories and newsletters
- One on one interviews
- Invitation to our Centennial celebrations
- And whatever else we can do to help you share one of Alberta most emblematic story

OFFICIAL
Trail Ride
BANFF
to
MT. ASSINIBOINE

JULY 30
to **AUG. 3**
1937

Rate includes saddle, horse, food, tent, accommodation, and service of guides
\$45.00

Reservations should be made to
L.S. CROSBY
Western Secretary
TRAIL RIDERS OF THE
CANADIAN ROCKIES
BANFF, ALBERTA

Let's talk



100 ANNIVERSARY
1923-2023

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