

For Immediate Release
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WELLAND'S RECREATION CORRIDOR CONNECTS PEOPLE TO PLACES

Welland, ON - The City of Welland is celebrating another summer on the Recreation Corridor with exciting concerts, elite flat water competitions, beautiful trails, and a recreational waterway that connects people to places through activity and interactive signage.

The Recreation Corridor is a branding strategy to promote the city's community assets and to keep people engaged, informed, and connected to the city. To help people gain pertinent information while being active on the Recreation Corridor, users can find eight significant landmarks offering Quick Response (QR) Code signage that channels information through a smartphone or tablet. When scanned, users will receive information on special events, google maps, the city's Discover Welland Guide, links to the city's website, boat rental opportunities, and much more.

Welland's Recreation Corridor also offers public venues, which is a gateway to becoming better connected to people, places, and programs. Merritt Park is a highlight on the Recreation Corridor. In addition to offering beautiful green space along the waterway, Merritt park hosts live concerts throughout the summer. Other signature landmarks on the Recreation Corridor include Bridge 13, The Welland International Flatwater Centre, Merritt Island, Civic Square, Welland Public Library, Welland Skateboard & BMX Park, Welland Boat Rentals, and the Welland Community Wellness Complex.

"The Recreation Corridor offers so much more than special events and recreation," said CAO Gary Long. "The corridor is the thread that unites our communities and brings families together. There's a long list of activities to discover on the corridor this summer. We hope Niagara's residents and visitors will take advantage of this opportunity and challenge themselves to discover more."

The Recreation Corridor boundaries, including details on the corridor, can be found at yourchannel.welland.ca. Users who sign up to YourChannel—the city's online public engagement platform—can interact with Welland's Recreation Corridor and post photos on a digital map, offer recommendations on favourite places to visit or play, or connect with the Recreation Corridor's Facebook platform.

The City of Welland is located in the heart of Niagara Region and serves more than 52,000 residents. For more information on city projects and programs, visit welland.ca.

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