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PRINCE GEORGE BREWERIES AND MOUNTAIN BIKE TRAIL SET TO SHOWCASE AT INTERNATIONAL FILM FESTIVAL

PRINCE GEORGE - Ale Trails - Northwest BC--featuring Prince George breweries and Pidherny Recreation Site--has been selected for the GAIA International Film Festival - Stories of Land and Food 2021-2022.

“We are honoured to showcase tourism offerings from the Basecamp to the North, and our northern region, to an international audience. It is very exciting to have another short film highlighting the Highway 16 corridor win a spot in a film festival,” says Annie Doran, Director, Marketing and Visitor Experience at Tourism Prince George.

The 11-minute video was made in collaboration with BC Ale Trail and Mountain Biking BC and follows *Crossroads Brewery and Distillery* and *Trench Brewing*, as well as the *Prince George Cycling Club*. It also highlights breweries and trails in Smithers and Terrace, B.C.

Tourism Prince George hosted the mountain bike film crew and adventure filmmakers: Ben Haggar and Mike Gamble of Cold Salt Collective.

The GAIA International Film Festival will take place in Italy from Sept. 26 to Oct. 2, 2022. The festival “aims to promote the territorial identities of the whole world and to enhance their cultures and typicality through the cinematic narration of food and wine traditions,” according to the GAIA international Film Festival website.

Watch *Ale Trails - Northwest BC*:

<https://www.youtube.com/watch?v=efFoAzVIMeo>)

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