

Release Date: Jan. 11, 2023

TOURISM PRINCE GEORGE LOOKS AT LOCAL LEGENDS IN NEW STORYTELLING CAMPAIGN

PRINCE GEORGE - Since time immemorial, stories have connected us.

It's easy to capture Prince George's beautiful sightlines, glorious nature and captivating attractions. But Tourism Prince George is going beyond that, capturing the city's local legends: the people behind the places.

"That's what we're doing with our latest marketing initiative. We're shifting away from 'selling' Prince George, to telling the story about our city," explained Tourism Prince George's CEO Colin Carson. "We believe that when people feel connected to a place, they're more likely to want to visit and explore that destination."

Tourism Prince George released its new series called Local Legends: Zorro (Hart Ski Hill) today, Jan. 11.

Local Legends not only looks into what makes Prince George great—but *who* makes Prince George great.

For the first installment of this series, shot and produced by local filmmakers 6ix Sigma, is where Zorro comes in. This 72-year-old is no stranger to the Hart Ski Hill. The mini-doc looks into what draws this avid skier to this particular spot.

"Our greatest ambassadors are our residents," said Carson of Zorro's story. "We know that a great place to live, is a great place to visit. With the New Year upon us, we want to elevate that message, and the people who bring the zest of life to our city's amenities, parks and attractions."

Zorro skis the Hart Ski Hill on a near-daily basis attempting to ski upwards of 100 laps a day. The short film dives into Zorro's perspective of what makes the Hart Ski Hill a local gem.

"We are thrilled to have Tourism PG's support in helping to promote our hill and its part in the community!" said Jess Kope, Hart Ski Hill General Manager.

Local Legends: Zorro (Hart Ski Hill) is available to [watch now](#), with more stories releasing through this year.

-30-

For media inquiries please contact:

Kyla Graham | Specialist, Communications & Stakeholder Relations
Tourism Prince George
graham@tourismpg.com
250.649.3209