

NEW ROUTE 16 VIDEO CAMPAIGN BASED IN PRINCE GEORGE

PRINCE GEORGE – This is a story about a man, his dog and two wheels.

The latest Tour Route 16 video campaign, ‘Walker Rides’ a film by 6ix Sigma, is set in the wildly beautiful Prince George, B.C.—from paved highways, to rugged terrain, and, a garage.

Much like the unexpected adventure that Route 16 provides motorcyclists around the world, ‘Walker Rides’ weaves a tale about motorist Jim Clemas and his unsuspecting passenger, Walker.

“At the end of the day, we wanted to get to the bottom of this relationship: a man and his dog,” explained 6ix Sigma director Daniel Stark. “I could tell Jim was putting in a lot of effort to give Walker ... a kind of adventure, that most dogs wouldn’t otherwise be able to have.”

With power tools and a plan, Clemas single-handedly outfitted his motorbike in his garage with a canine-approved passenger seat.

“We’re riding together, it feels like rider and passenger not rider and cargo,” explained Clemas. “But we’re experiencing the ride in totally different ways.”

While Clemas has the thrill of navigating the road with two handlebars, and feeling the rush of every turn and bend in the road—Walker’s senses are equally heightened taking in the smells, sights and sounds.

“Showcasing the possibilities that, not just motorcyclists, but man’s best friend can have riding in Prince George, as one of many stops along Route 16, is incredibly fun—and heartwarming,” said Colin Carson, CEO of Tourism Prince George.

‘Walker Rides: A Tail on Two Wheels’ was produced in collaboration with [Tour Route 16](#) (a Destination BC co-operative marketing program) and [VAHNA](#).

Since 2017 Tour Route 16 has been dedicated to sharing the vast highway network—from Mt. Robson to Prince Rupert, and side routes to hidden gems like Kitimat, Fort St. James and Stewart—specifically aimed to motorcyclists. Prince George is the largest city along the route, and riders are encouraged to take advantage of the Basecamp to the North, along their travels.

WATCH: [Walker Rides: A Tail on Two Wheels](#)

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