

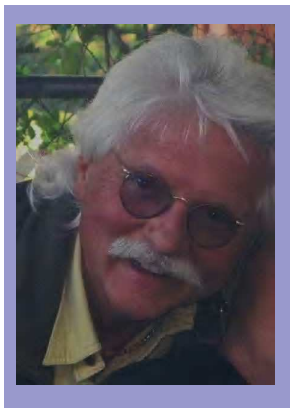


Fall 2010



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Kettle Valley Courier

Ridership Hits New High

The Kettle Valley Steam Railway continues to see growth in its ridership with 26, 772 people taking the train during the 2010 regular season which ended October 11th. That is almost one thousand more riders above last year's total number for the year and with 10 Christmas Express runs left in 2010 the KVSR expects to reach the 28 thousand mark.

KVSR General Manager Ron Restrict is extremely pleased with this season's numbers, attributing the growth to increased public awareness through our marketing initiatives and the fact that many people are



staying at home during their vacations and touring what the province has to offer. (Known in the Tourism world as "Staycations") That aside, KVSR guests also came from all over the world including the UK, Mexico, Germany and Japan.

The Great Train Robbery & BBQ Events provided an incredible draw throughout the season - with all twelve

The Garnett Valley Gang always provides an exciting experience for guests with entertaining dance hall girls, expert horsemanship & lots of laughs. Thanks to the gang for another great season!

events selling out. The Railway also had four charters including Fountainview Academy which filmed a Christmas music video over the course of three days in early January. Survey comments from our guests focus on the 3716 locomotive, beautiful scenery, great music, friendly staff and the overall nostalgic experience.

A Decade of Service

Rick Valenti, after ten years of volunteer support and hard work has resigned his position on the Board of Directors. Many of you will remember him and his wife Julia as the KVSR's mainstay entertainers "Cowgirl

Julie and Sidekick Rick" from 2000 to 2005. Rick joined the board in 2000 and wore many hats including that of President. One of Rick's biggest accomplishments was as Chair of the Trout Creek Bridge

Committee which raised money to deck and rail the bridge for pedestrian safety as well as safe train operation. Rick was recognized for his service at Volunteer Appreciation Night. Happy Trails to the Valentis!!!



I Screen World Pop Screen (above) and Touch Screen for the KVSR



What's new in Marketing

The Kettle Valley Steam Railway may be a historic attraction but its making some high tech advances in marketing. If you haven't had a chance yet - check out the newly revamped website designed by Diguno Media in Penticton. The website has vibrant rotating picture galleries with photos from Doug Campbell, Robin Forbes and David Layland. It's easy to navigate and will soon have video segments

of media coverage and independent film shoots.

The second big step technologically was signing up in July on "iscreenworld" which are travel information "touch" kiosks located in terminals at Via Rail Vancouver and BC Ferries Swartz Bay and Tsawwassen Quay. The kiosk is a green medium offering the traveling public videos, maps, text messaging, weather, date and time and a direct auto

touch dial telephone. All paper free!

Along with our traditional advertising in Travel, Visitor & Hotel Guides, the KVSR participated in a coffee table book called Experience BC which will be in bookstores across Canada sometime this fall. Our media coverage this past season was excellent with segments on Global Vancouver & Okanagan as well as Scenic Railway Journeys on PBS.

Calendar to celebrate 3716's 100th Year

The 3716 will be 100 years old when 2012 rolls in so the KVSR will commemorate that special event with a 12 month calendar. Photographers Doug Campbell and Robin Forbes will contribute beautiful photos and there will be technical and historical information on

the locomotive throughout the calendar which will be ready for sale in the Trout Creek Trading Co. Gift Shop during the 2011 season.

The 3716 was built by Montreal Locomotive Works. Highlights of her

century long career include a stint as BC's Museum Train which toured the province and even made a trip on the Kettle Valley Railway in 1977. It also worked as a backup to the Royal Hudson 2860 at BC Rail and has been operating on the KVSR since 2005.

"...ready for sale in the Trout Creek Trading Co. Gift Shop during the 2011 season."

The Wall of Fame



Mo Morrison admires his plaque on the donor's board for his \$3,716 contribution to the 3716 Maintenance Program. Many Thanks Mo!



Volunteer Appreciation Night October 6th. All 2010 Volunteers will be named on a plaque on the Donors Board at the Station



Audie & Rita Yastrenski cooked up a great meal. The menu? A delicious Turkey with stuffing and all the trimmings. Yum..

CONGRATULATIONS TO J & L SUTHERLAND OF SUMMERLAND! THEY WON A KETTLE VALLEY STEAM RAILWAY PACKAGE WORTH \$120 FOR THE 2011 SEASON. THEY ENTERED A DRAW AT THE KVSR BOOTH AT THE SENIORS SYMPOSIUM IN PENTICTON ON OCTOBER 20TH. 592 PEOPLE ENTERED TO WIN.

Agur Lake Camp Partnership

The KVSR sponsored its first fundraising event for the Agur Lake Camp Society at the beginning of October. All participants rated the Camp Train a huge success. People gathered early to enjoy a hotdog barbecued by Bonnar Dowler, the man whose vision the camp is based on. At the "All Aboard" call, 213 riders were in their seats and \$3,135 had been raised.

KVSR GM Ron Restrict would like to partner with Agur Lake Camp on an ongoing basis and make "Camp Train" an annual event. Ken Sewell, KVSR Treasurer, approached Agur Lake Camp with the idea. "My niece was born very seriously disabled. I have seen up close how difficult it is for disabled kids and their families to enjoy some of the things that the rest of

us take for granted." He said the partnership allows the KVSR to give back to the community, and it also makes a connection directly with those that need the camp the most, the kids. ALC Society President Barb Hatton is thrilled with the partnership. "I'm looking forward to many more combined efforts as the team from ALCS found it a perfect fit."

Story & Photos by Carla McLeod



Above: Conductor Ron Belisle looks on as a Camp Train passenger uses the hydraulic lift to board a special needs guest. Below Vic Sheuthuck entertains passengers at the Trout Creek Bridge.



Operations

After the last train of the regular season is put to bed there is always plenty of work ahead for the Operations team. The crew has done its annual draining and winterizing of the 3716 - separating the engine from the tender so maintenance work can proceed. Brad

Coates and Robin Forbes with the volunteer help of Doug Campbell and Eric Cooper will be winterizing and servicing all the railways equipment, organizing the engine shed and shop and tackling yard clean-up and sightline clearing along the track. New member and

volunteer David Wiens has contributed many hours of his time weed-eating at West Summerland as well as doing track clearing. Thanks to all for volunteering their time to help staff achieve their goals and objectives.

"Thanks to all for volunteering their time to help staff achieve their goals and objectives..."

Make a Wish

Up and coming Kelowna band "Madison Rivers" and the KVSR helped make a little girl's wish come true in September. The railway donated use of engine and coaches so the group could film a music video which starred 3 year old Serenity Laszynskij. Serenity was

diagnosed with leukemia when she was 21 months old. She met Madison Rivers lead singer Genevieve Leblanc and the pair became friends. Serenity loves trains and music - so Leblanc approached the KVSR to shoot a couple of scenes for the video.

Serenity's next wish to come true will be a trip to Disney World courtesy of the band, their fundraising efforts and her friends at the Children's Wish Foundation of Canada. Serenity will finish her chemotherapy after her fourth birthday on December 25th.



Serenity and Genevieve at the KVSR. Above left: Film crew on platform getting ready.

**KETTLE VALLEY STEAM
RAILWAY**

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**READ THE
NEWSLETTER ON THE
WEB! www.kettlevalleyrail.org**

**WE ARE GOING GREEN! THIS
WILL BE THE LAST MAILED
NEWSLETTER UNLESS YOU
NOTIFY US. THANKS!**

The Kettle Valley Steam Railway is a non-profit organization dedicated to preserving BC Railway Heritage. The KV SR has been operating since 1995 on the only preserved section of the famous Kettle Valley Railway which was built between 1910-1915. Our season runs from May to October. All regular trains depart from Prairie Valley Station at 10:30 am & 1:30 pm. Visit the Trout Creek Trading Co. Gift Shop for a variety of rail souvenirs, pioneer toys, books, calendars, clothing and hats.

The KV SR is a proud member of the South Okanagan Heritage Alliance, Thompson Okanagan Tourism Association (TOTA) and the Summerland, Penticton, Kelowna, Peachland and Vernon Chambers of Commerce.

Kettle Valley Railway Society

President—Doug Clayton

Vice President— Terry Zimmerman

Treasurer— Ken Sewell

Secretary— David Gregory

Directors—Jeanette Merrick & Dave Kuzik
Angie Milne & David Wiens



Summerland Christmas Express



Voluminous steam, twinkling lights, song and Santa all combine when the Summerland Christmas Express trains depart Prairie Valley Station. Because of the popularity of this special event we have added one more weekend schedule bringing the total number of Christmas runs to ten. We advise you to book early - last year all the trains were all sold out.

So bring your family, friends and colleagues for a magical ride this Christmas!

SATURDAY, DECEMBER 11 @ 4 PM & 6 PM

SUNDAY, DECEMBER 12 @ 4 PM & 6 PM

FRIDAY, DECEMBER 17 @ 5 PM & 7 PM

SATURDAY, DECEMBER 18 @ 4 PM & 6 PM

SUNDAY, DECEMBER 19 @ 4 PM & 6 PM

**RESERVATIONS REQUIRED. CALL TOLL
FREE 1-877-494-8424.**

VISA AND MASTERCARD ACCEPTED.