

FOR IMMEDIATE RELEASE: 06/26/2023

## **Alberni Valley Chamber of Commerce Welcomes Re-Opening of Highway 4** Businesses Still Have a Long Road to Recovery

Port Alberni, BC - The Alberni Valley Chamber of Commerce (AVCOC) welcomes the re-opening of Highway 4, once again providing safe and time efficient access to the stunning Alberni Valley and West Coast. Every business that relies on this essential corridor for supplies, workers, jobs, and customers is grateful for the return of regular two-way traffic. The residents who work outside the valley, and out-of-town employees working in the valley, all welcome a full return to their jobs on both sides of Highway 4.

"We are relieved that Highway 4 has been reopened after the Cameron Bluffs Wildfire. We extend our gratitude to the BC Wildfire Service, the Ministry of Transportation and Infrastructure, and all other involved parties for their efforts," said Terry Deakin, President of the AVCOC. "This progress will significantly benefit our local economy and tourism sector, as visitors can resume their exploration of the natural beauty and attractions that the Alberni Valley and West Coast have to offer."

"We will continue to advocate for the support our businesses need to recover economically," said Jolleen Dick, CEO of the AVCOC. "Natural disasters affect our communities in many ways, and the business community is no exception. There are still lingering economic effects from the COVID-19 pandemic, and businesses along the entirety of the West Coast affected by the highway closure will need assistance to ensure their continued success and the well-being of their families and employees."

The AVCOC reminds all drivers to exercise caution as travel resumes on Highway 4, and to follow all posted signs and direction from traffic personnel. Traffic will be single-lane alternating 24/7. Be patient and maintain a safe distance from the vehicle ahead. Together, we can ensure a smooth and enjoyable travel experience for all.

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