

PORT HARDY, KWAKWIKWILAN TERRITORY – The Port Hardy Museum and Visitor Centre is excited to announce the opening of The Carrot Campaign exhibit '*Do you Carrot All?*' at our Visitor Centre location (7250 Market Street).

In honour of this year's Filomi Day's theme, 'The Year of the Carrot', we have curated a quirky exhibition about the Carrot Campaign of 1976. This campaign advocated for a highway connecting Northern Vancouver Island to the rest of Vancouver Island. Promises of this road date back to the establishment of the Hudson's Bay Company in the 1840s.

Before the creation of the highway, North Island residents could only travel by ferry to the South end of the Island and Vancouver. In the 1960s treacherous logging roads opened for public use; this was not a solution. North Island residents came together to pressure the government to stop dangling the carrot (the highway) for votes, and to finally follow through and build it. As noted at the time by Campaign organizer, Roland Shanks, "That battered, half chewed, over-mature carrot that you clutch so tenaciously in your hand is mine! I want it now!"

Assistant Curator Brie Watson notes that, "The Carrot Campaign is a strong example of how the determination and resilience of small communities can create positive political change, and can be a source of community pride."

"The exhibit parallels the spectacle and humour of the original Carrot Campaign, and we wanted to capture that spirit," shares Curator Robin Folvik. "Roland Shanks generously donated most of what is featured in the exhibit. His collection made it possible for us to include many of the original Carrot Campaign materials."

The Carrot Campaign exhibit '*Do you Carrot All?*' was a collaborative effort of our staff. With guidance from Curator/Director Robin Folvik, contributors included Brie Watson (Assistant Curator), Miriam Xia (Curatorial Assistant), Ashley Cadwallader (Assistant Manager, Visitor Services), and Danya Gorodetsky (Volunteer). Tyler Nelson, Hyson Johnson, and Suzana Gogich provided additional support.

The Port Hardy Museum and Visitor Centre is operated by the Port Hardy Heritage Society, a non-profit organization. For more information about latest activities, exhibits or how to support the organization, visit <https://www.facebook.com/PortHardyMuseum/>

The exhibit will be on display for the rest of the summer, and we welcome visitors and community members to view it.

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For More Information:

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