



# FIRST NATIONS SUMMIT

## NEWS RELEASE

***For Immediate Release  
December 19, 2006***

### ***An Open Letter to David Hahn, President and CEO, BC Ferries***

#### **First Nations Summit Disappointed with BC Ferries Position on Renaming of Vessels**

Coast Salish Territory/Vancouver, BC – The First Nations Summit today released the attached letter to David Hahn, President and CEO of BC Ferries. The Summit has urged BC Ferries to reconsider their decision not to rename the vessels on its northern routes in honour of the people of Hartley Bay who were instrumental in the rescue efforts following the March 2006 sinking of the BC Ferry vessel *Queen of the North* off BC's northern coast

"I find it hard to comprehend the notion put forth by Mr. Hahn that renaming the vessels in honour of the heroes of Hartley Bay would "hurt" the long term marketing strategy of BC Ferries. Unselfish heroic deeds and marketing are generally a match made in marketing heaven; except it seems when it comes to the President of BC Ferries", said Grand Chief Edward John, a member of the First Nations Summit political executive.

"Northern Adventure, Northern Expedition and Northern Discovery, I don't know how these names will attract more customers for BC Ferries northern routes. Mr. Hahn and BC Ferries are missing a prime double opportunity to honour the heroes of Hartley Bay and showcase BC First Nations culture within their marketing campaign", added Chief John. "A marketing strategy that showcases the rich and diverse First Nations culture in BC while at the same time honouring those who spearheaded tremendous life-saving rescue efforts would be a win-win situation for BC Ferries and would undoubtedly prove to be an intriguing and effective international marketing campaign."

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The First Nations Summit speaks on behalf of First Nations involved in treaty negotiations in British Columbia. Further background information on the Summit may be found at [www.fns.bc.ca](http://www.fns.bc.ca).

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December 19, 2006

Mr. David Hahn  
President and Chief Executive Officer  
BC Ferries  
1112 Fort Street  
Victoria, BC V8V 4V2

Dear Mr. Hahn,

The First Nations Summit is disappointed with the BC Ferries decision to rename its vessels the *Northern Adventure*, *Northern Expedition* and *Northern Discovery* as part of a marketing strategy designed to attract new customers and tourists. We are also shocked at the suggestion that naming a vessel in honour of the people of Hartley Bay, who so bravely rescued passengers and crew from the sinking of the *Queen of the North* would "hurt" the long-term marketing strategy of BC Ferries.

Furthermore, we are extremely surprised that BC Ferries has failed to see the "marketing value" in highlighting the unselfish heroic deeds of the people of Hartley Bay, and that BC Ferries' marketing strategy also does not recognize the emerging First Nations cultural tourism industry.

The First Nations Summit urges you to work with BC First Nations to review BC Ferries' marketing strategy to include a focus First Nations art, culture, history, and contributions to what is now British Columbia. This could include a renaming of the vessels in honour of First Nations groups in BC in whose territories BC Ferries operates.

We would be pleased to discuss this matter with you further.

Yours truly,  
**FIRST NATIONS SUMMIT**

  
Grand Chief Edward John

  
Dave Porter

  
Chief Judith Sayers