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Press Release

White Pass Scenic Byway Reaches the World with New Website

Chehalis, WA, April 15, 2008 - The White Pass Scenic Byway organization is excited to announce the launch of the new website, www.WhitePassByway.com, for the White Pass Scenic Byway, US Hwy 12. This website effort, funded through a Federal Highways Grant, has compiled and published information about activities, points of interest, lodging, maps, and itineraries for the byway visitor.

The White Pass Scenic Byway is a recreational paradise in the shadow of Mount Rainier, Mount St. Helens, and Mount Adams. Whether you enjoy wilderness camping, hiking, fishing, snowmobiling, or even hang gliding, there are more outdoor recreational opportunities along the byway than anywhere else in the south Cascades region.

The White Pass Scenic Byway, US Highway 12 is located in south central Washington State, about halfway between Puget Sound and the Columbia River. From the west, the byway journey begins at Exit 68 on the I-5 Corridor. From the east, the journey begins at Naches where US Highway 410 intersects with the White Pass Scenic Byway. The byway is 124 miles of rural, two-lane highway. It has been designated as a highway of statewide significance and is also one of three year-round passes over the Cascade Mountain range.

According to Maree Lerchen, White Pass Scenic Byway board president, this website project coincides with other projects that will help market the website and region, including interpretive panels, rack card/brochures distributed through Certified Folders Inc, and a tear sheet map of the area. Gateway signage in local communities will be the next major project and is expected to begin this summer.

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