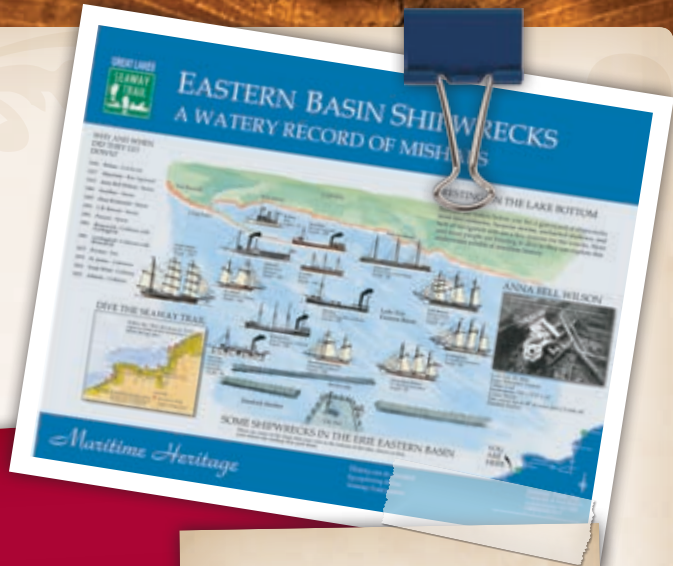


2009 Scenic Byway Award Winner

INTERPRETATION



2007 SHIPWRECKS OF THE GREAT LAKES SEAWAY TRAIL PROJECT

BYWAY: Seaway Trail
STATES: NEW YORK AND PENNSYLVANIA

Diving Deep To Share A Maritime Heritage

The Shipwrecks of the Great Lakes Seaway Trail project combined traditional exhibit and expert-speaker elements with a new theme-based outdoor storyteller interpretive signage system. It comprehensively featured land-based and underwater maritime heritage resources exclusive to the Seaway Trail.

The project empowered the Seaway Trail Foundation to partner with dynamic organizers, such as those at the New York Sea Grant, and renowned sponsors and speakers who helped to engage new public audiences. Byway-based program hosts linked the theme to the byway, and Seaway Trail Discovery Center exhibits and activities as well as a website further reinforced the experience.

The Seaway Trail capitalized on its geographic positioning to partner with science-based organizations, educational groups and relevant businesses. The Associated Press even highlighted the byway as a fantastic freshwater destination for scuba divers and history buffs, garnering international recognition for the route. Attendance rose 24 percent and retail sales increased 7 percent at the Discovery Center from 2006 to 2007 during the project. Combining resources, knowledge and platforms into one theme-based series exhibited the byway in its entirety—a critical project objective—and rekindled a spirit of local stewardship for the historic dive sites.



INTERPRETATION

