

## Yurok Scenic Byways Program



## Yurok Tribe First Tribe in California to Receive Direct Funding from National Scenic Byways Program



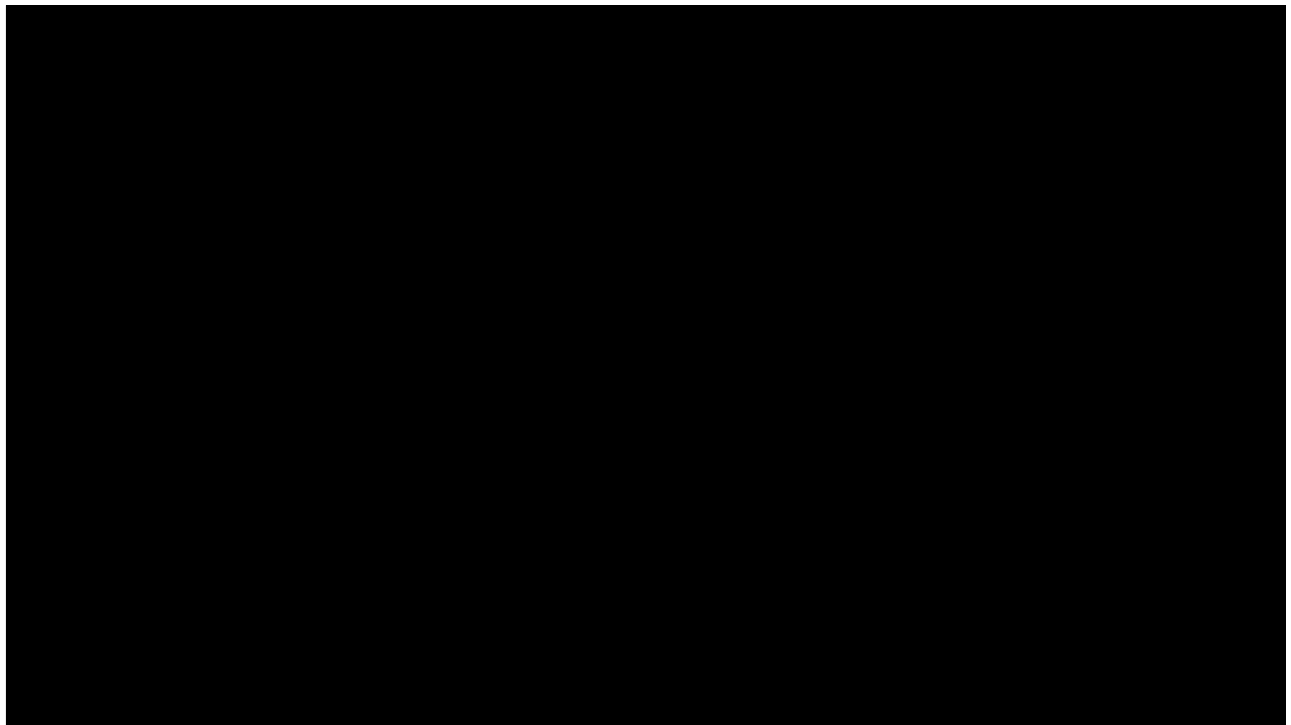
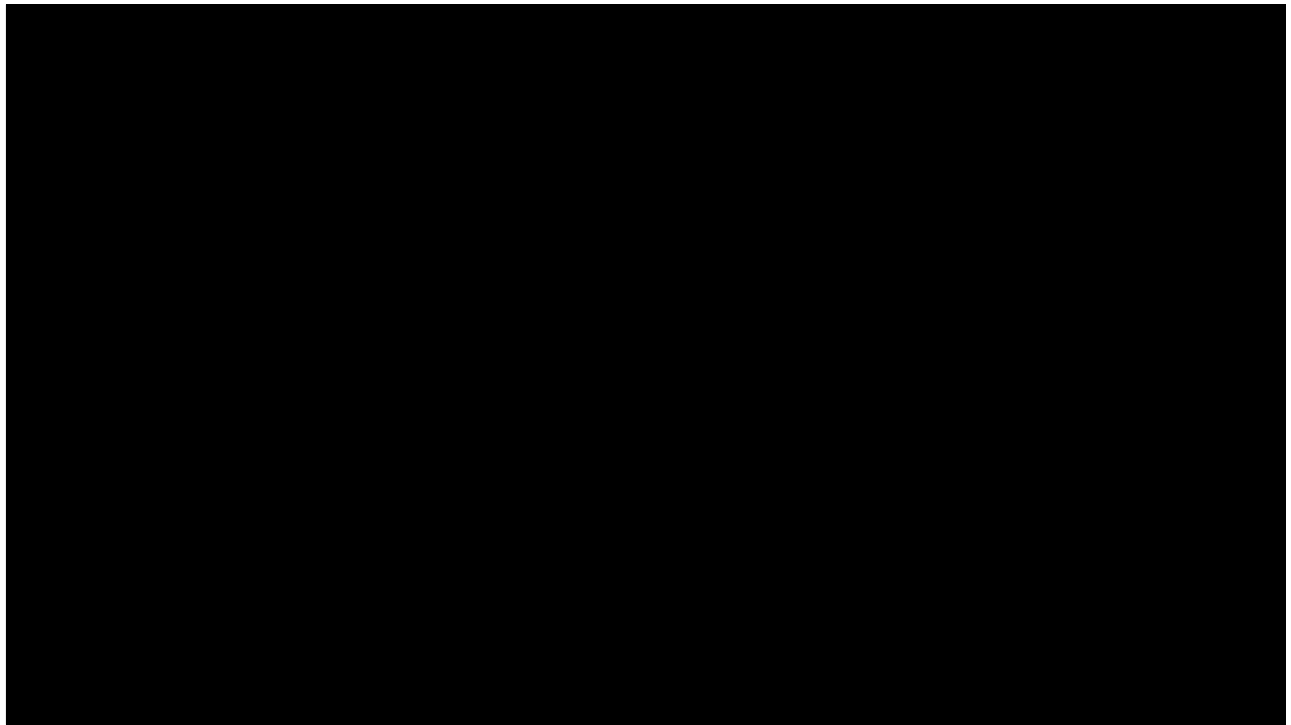
- The Yurok Scenic Byway exists to promote awareness of significant transportation routes and landscapes within the boundaries of the Yurok Ancestral Territory. The Yurok Ancestral Territory is a place of unique and stunningly beautiful landscapes. It is also the setting for the age-old story of the Yurok people, whose history, culture, and identity are inseparable from the place itself. The Yurok people have always lived on this sacred and wondrous land, in an intimate relationship with its rivers, forests, mountains, beaches, and the ocean. These ancient routes created by the Yurok people in their pursuit of sustenance, shelter, community, and knowledge continue to play a vital role for the Yurok Tribe and are the inspiration for the Yurok Scenic Byway.



**Slide 4**

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**LC1** Linda Cooley, 9/11/2019





- Focusing on Eco-Tourism, the Yurok Tribes message of taking care of our land and all that it inhabits will continue to be the focus. Working with National and State Parks drawing traffic to the Yurok Visitor Center. Key partnership with Visit California, AIANTA and other entities to get this location on the map and a must see for visitors.
- Sharing the culture, growing Tribal entrepreneurs, obtaining the Yurok aboriginal land will reflect in the future businesses and tourism.
- Tribal accomplishments shared in event form, opening to the public for education and awareness.