

Ground-breaking interactive history app launching in Salmon Arm on BC Day

Salmon Arm, BC - July 27, 2020 - Although this summer may present unique challenges for people wanting to get out and enjoy all that Salmon Arm has to offer, the On This Spot historic walking tour app, launching in Salmon Arm this BC Day Holiday, might be just the thing for families looking for an opportunity to get out of the house while avoiding crowded venues.

Residents and tourists who download this free app will be able to view over 50 historic photos of Salmon Arm and compare them to carefully mapped out and restaged photos from the same perspective today. Users will even be able to stand on the same spot and restage the historic photos themselves using their own phone cameras. 15 of the best photo stops are organized into a historic walking tour that winds through downtown.

The historic photographs, which come from the R.J. Haney's collections, date from the 1880s to the 1950s and dramatically illustrate the city's evolution from a tiny settlement surrounded by orchards and woodland, to a substantial city and tourist idyll.

The self-guided walking tour is designed to give both locals and visitors instant access to an unparalleled depth of local history.

The walking tour takes the user through Salmon Arm's early history, beginning with the region's geography and the Sepwepemc people who have lived here for millennia. It then tells the story of the early pioneers, and how Salmon Arm has grown and prospered over the past 130 years. The writing and presentation is intended to be engaging to the layperson, but comprehensive enough to serve as an educational tool in the classroom.

The project was spearheaded by Councillor Debbie Cannon and the Salmon Arm Heritage Commission, which partnered with organizations across the city to make the project a reality, including the R.J. Haney Heritage Village & Museum, Salmon Arm Economic Development Society's MRDT Committee, and Downtown Salmon Arm.

The developer, On This Spot, sent a researcher and photographer to Salmon Arm in early July to work with the Community Heritage Commission and Deborah Chapman, curator at the R.J. Haney, to gather information and restage photographs. Their work trip was sponsored by the Hilltop Inn.

Morgen Matheson, marketing coordinator at the Salmon Arm Economic Development Society, said the community will be promoting the app in various ways including displaying decals on the windows at locations with the best photo opportunities, reminding people to download the app and create their own historic photo selfies. In the coming days, a walking tour will also be organized for Salmon Arm's Mayor and Council, allowing them to test out the new community app.

Salmon Arm is launching the On This Spot app the same day as Princeton, BC, representing the first two cities in the province's interior. On This Spot, a Vancouver-based startup founded in 2016, has now expanded to over 20 cities in seven provinces, including Vancouver, Calgary, Victoria, Abbotsford, and Nanaimo.

The app is free to download from <https://onthisspot.ca> and available on iOS and Android devices. The photos and tours will also be freely available on On This Spot's website.

Sample then-and-now images can be made available to any media outlets seeking graphics.

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