



For more information contact:

Jarrold Lyman, Communications Specialist  
503-742-5978 office 503-312-1895 Mobile  
Jarrod@MtHoodTerritory.com

### **Tourism launches new Heritage Trail**

Oregon City, Ore. – Clackamas County Tourism & Cultural Affairs (CCTCA), branded as Oregon’s Mt. Hood Territory, has launched their new Heritage Trail, aimed at sharing the stories about the region’s rich history with visitors and locals alike.

With its many museums, interpretive sites and historic homes, Mt. Hood Territory has an abundance of history on display. A retooled look at the popular Teletales, the Mt. Hood Territory Heritage Trail brings to life the story of our heritage, familiar and lesser-known alike, in a variety of ways for people to access.

“Teletales let travelers call a phone number at each site to hear more about it. With the Heritage Trail, we’ve updated the technology and the stories. Users can text a number to get a link to a mobile site that has the audio plus maps that include other nearby sites, lodging, dining and other activities,” said Aaron Liersemann, Tourism Development Specialist for CCTCA who helmed the project.

The new technology gives visitors a number of ways to access the information. In addition to texting, they can still call the number, go directly to the mobile website or download the app. A QR code is also present for international users, where the use of that technology is more prevalent.

“We wanted to remove all the barriers so people can access our history in whatever way they prefer,” said Liersemann.

There are a total of 25 sites located on Mt. Hood to heritage sites in the Willamette Valley communities and into the Portland area suburbs. Each location has its own story to tell and is brought to life with a professionally voiced, high-quality audio file.

“We are proud of our history here in Mt. Hood Territory; heritage and culture are one of the three main areas we focus on promoting. This new Heritage Trail helps share that heritage and preserve it for visitors today and future generations,” said Liersemann.

For more information on the Mt. Hood Heritage Trail, visit [mthoodterritory.com/heritage-trail](http://mthoodterritory.com/heritage-trail), or call Aaron Liersmann at 503-742-5920.

**About Oregon’s Mt. Hood Territory:** Please visit us at: [www.mthoodterritory.com](http://www.mthoodterritory.com). Clackamas County Tourism & Cultural Affairs (branded “Oregon’s Mt. Hood Territory”), is dedicated to economic development through visitor spending, and is funded by transient room taxes from area lodging facilities and campgrounds. Clackamas County is a contributing partner in enhancing Oregon’s quality of life by strengthening the economic impacts of the state’s \$10.6 billion tourism industry.

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