



Membership Matters and it has its Benefits!

Have a **Safe Journey**

Our Members Care



Does a safe and efficient highway benefit your interests?

Since the inception of the TCYHA, April 15th, 1947, the primary mandate has been to continually and effectively advocate for the infrastructure and transportation needs of all communities surrounding the Yellowhead Highway. This includes everything from the original laying of the highway to major overpasses to rehabilitation and addressing safety issues. **The economic and community impacts resulting from the initiatives undertaken by the TCYHA and the members are resounding and on-going.**

Investment in major transportation infrastructure such as highways is a continuous process that needs to focus on long term goals. The TCYHA has been an advocate for a “national highway policy” since its inception and is still needed and continues today.

Helping our Members

The TCYHA is not only a very strong federal and provincial advocate for highway safety and maintenance - it also supports members’ initiatives. Often there are local issues where our members need backing and letters of support - the TCYHA can provide this support.

The TCYHA connects people, communities, resources and products all along this highly efficient and effective Highway. This has resulted in strong bonds for the Association, its members and stakeholders, which translates into significant gains for all.

yellowhead Stand Up and Be Noticed yellowhead

The **GoYellowhead!** Travel Guide, Map and Website is produced by the TCYHA and is the only advertising medium that provides four province coverage of events, historical and points of interest and member listings. A unique and very popular publication and tool for the members, advertisers and most importantly the citizens, consumers and tourists; and the best part is that as a **Member of the TCYHA you receive preferred rates, free listings and promotional opportunities.**

GoYellowhead is also focused on enhancing the presence of the Yellowhead Route on new channels of communication such as social media. Social Media is an evolving platform that we are working to incorporate in an effective manner in the interest of the highway.

Call 1-780-761-3800 or email admin@goyellowhead.com for more information.

