

A scenic landscape featuring a calm lake in the foreground, reflecting the sky and clouds. The middle ground is filled with dense evergreen forests. In the background, majestic mountains with patches of snow rise against a blue sky with scattered white clouds. The overall color palette is dominated by blues, greens, and earthy tones.

# Bragg Creek: The Crown Jewel of Canada's New Golden Horseshoe for the 21<sup>st</sup> Century

Bragg Creek offers an escape from the ordinary and rejuvenation to all who call it home. It is the gateway to Kananaskis Country, a 4,200-square-kilometre forestry reserve that is home to some of the most pristine, awe-inspiring landscapes in the world. Kananaskis Country is commonly referred to as “God’s Country” because of its stunning beauty. It takes a very special place to earn a reputation of being the “gateway to God’s country,” and Bragg Creek really is that kind of a place.

---

*All photography by Dr. Robert Berdan except where specified.  
This page: Spillway Lake, Kananaskis.*





Although Bragg Creek has long been perceived as one of the most beautiful places on earth, the rare convergence of beauty, location and timing is making it one of the most exciting investment opportunities in Canada.

The famous, world-class beauty is shaped by three abundant natural resources that literally define the essence of Bragg Creek. The eastern slopes of the Rocky Mountains, which are home to an absolutely dazzling array of flora and fauna, provide a stunning natural backdrop to the gem that is Bragg Creek; the sparkling, crystal-clear Elbow River, which provides a third of Albertans with fresh water, meanders through the middle of Bragg Creek; and rounding out this beauty is one of the most expansive and pristine forests in the world.

The fact that this magazine exists is a testament to Bragg Creek's abundance of wildlife, fresh mountain air, clear running streams, and an infinite number of spectacular untouched vistas.

Located a mere 20-minute drive west of Canada's most economically vibrant city, Bragg Creek is strategically located to welcome an increasing number of people. Calgary is the epicentre of Canada's vast strength in the hydrocarbon sector, and it is Calgary's intent to become the leading business

centre for integrated energy activity in the world, positioning Canada as a global energy superpower. Based on current projections, it is expected that the Calgary region will double in population to approximately three million people by 2050.

Bragg Creek has three accesses to the growing metropolis: a 20-minute drive to the south end of Calgary via Highway 22X; a 20-minute ride to the city's west end via Highway 8, allowing easy access to the downtown core; and 25 minutes to the city's north end via the Trans-Canada Highway (Highway 1), which also provides easy access to Calgary's International Airport.

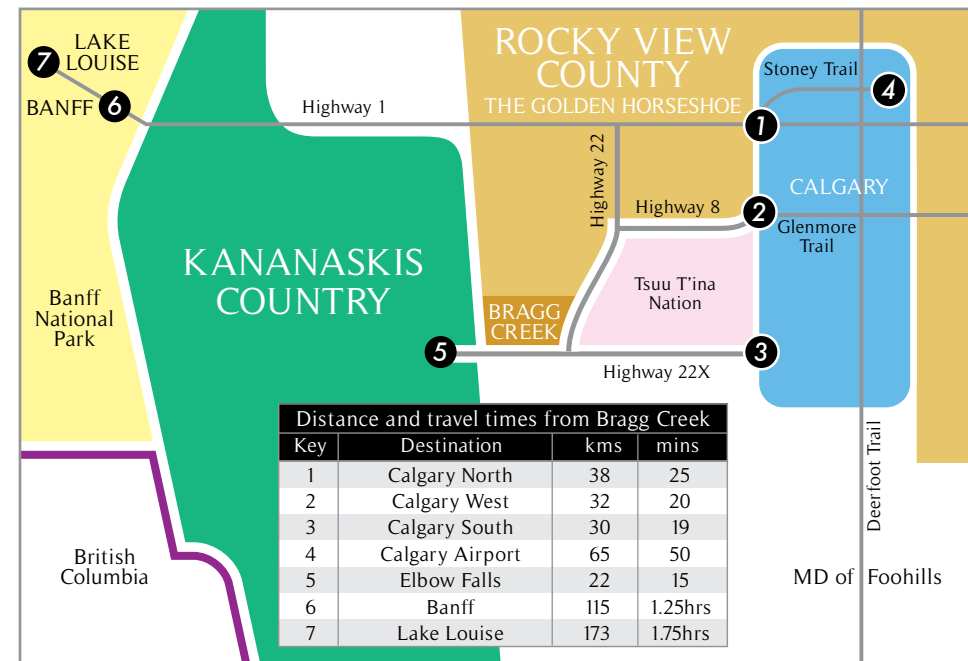


Diagram is for illustration purposes only. See scale map of the region on page 33.

In addition to its strategic proximity to Calgary, Bragg Creek is also directly adjacent to the province of Alberta's most prized jewel and its only provincial mountain park: Kananaskis Country, a world-class forestry reserve that extends directly into the Banff National Park.

Kananaskis Country was founded in 1976 by the Honourable Peter Lougheed, the most popular Premier in the history of Alberta, to ensure Albertans would always have a place to recharge their batteries well into the future. Lougheed's own words best describe Kananaskis: "In my extensive travels to various parts of the world, I have been fortunate to have visited many special places, but the most special place of all is Kananaskis Country." As a further testament to the extraordinary beauty of Kananaskis, when Canada hosted the G8 summit in 2002, Kananaskis was chosen to showcase Canada's beauty to the rest of the world.

[View the video of the 2002 Kananaskis G8 Summit at www.braggcreek.tv/video14](http://www.braggcreek.tv/video14)



Timing is everything. Alberta enjoys one of the best employment rates in Canada and is widely considered by economists to have the greatest growth potential in the country, as well as among the best in the world. Calgary is regularly cited as Canada's main economic engine for growth and prosperity, and Canada is well-renowned as one of the safest places in the world to invest. The time to invest in Bragg Creek is now. As a result of the recent infrastructure stimulus program, Bragg Creek has just received funding from the municipal, provincial and

*This page, top: The G8 Summit in Kananaskis, June 2002. The participants from left: Silvio Berlusconi, Italy; Gerhard Schroder, Germany; George W. Bush, U.S.A.; Jaques Chirac, France; Jean Chrétien, Canada; Vladimir Putin, Russia; Tony Blair, U.K.; Junichiro Koizumi, Japan; Jose Maria Aznar, Spain; Romano Prodi, European Commission.*

*Middle: the view across the practise putting green towards the clubhouse at Kananaskis Country Golf Course.*

*Bottom: The G8 dinner inside the clubhouse.*

*Both G8 photographs by Diane Murphy of the Office of the Prime Minister of Canada, courtesy of Kananaskis Country Golf Course.*







federal governments for communal water and sewage infrastructure. This investment paves the way for significant additional investment in the community, which will dramatically enhance Bragg Creek's amenities and appeal. The unparalleled beauty, healthy lifestyle and long-term prosperity that

Bragg Creek offers will deliver a very healthy return on investment. Imagine if this opportunity existed 20 minutes from Vancouver or Toronto 40 years ago! The entire horseshoe-shaped Rocky View County, which surrounds Calgary on three sides, is an

outstanding investment opportunity – it is Canada's new Golden Horseshoe of the 21st century. While Bragg Creek is still, quite literally, a diamond in the rough, the unique convergence of Bragg Creek's beauty, location and timing is bound to fuel strong investment growth for many years to come. ■



*Bragg Creek's beauty is shaped by three abundant natural resources: the Rocky Mountains; the sparkling, crystal-clear Elbow River; one of the most expansive and pristine forests in the world.*



**We understand that you don't want to entrust your ultimate European driving machine to just anybody.**



Highly Experienced Licensed Technicians specializing in **BMW, Audi, Porsche, Mercedes, Volkswagen** and **Volvo** for over 20 years.

204 40th Ave. NE, Calgary, AB T2E 2M7  
**403.571.3650**  
[www.germancarspecialist.com](http://www.germancarspecialist.com)

**GERMAN CAR™ SPECIALIST**  
 BY TWO SQUARE AUTO REPAIR LTD

**Bragg Creek Inquiries**



**BANDED PEAK**  
 COMMUNICATIONS

**Dwayne Zaba**  
 Publisher, *Bragg-About the Creek*  
 (403) 949 3400  
 zaba@braggcreek.net

**Rocky View Inquiries**



**ROCKY VIEW COUNTY**  
 Cultivating Communities

**Dave Kalinchuck**  
 Economic Development Manager  
 (403) 230 1401  
 dkalinchuck@rockyview.ca

**Rick Butler**  
 Councillor, Division One  
 & Deputy Reeve  
 (403) 863 7425  
 rbutler@rockyview.ca