

FOR IMMEDIATE RELEASE

## Random Passage: Celebrating 25 years and a renewed Vision for 2026 and Beyond

**March 19, 2026, St. John's, NL, 12:30 pm:** Today, we celebrate the 25<sup>th</sup> anniversary of the Cape Random Trust, the site where the Random Passage television series and film was made. We are unveiling a new brand, a new website, an interpretive tourism initiative and more.

Author of Random Passage, Bernice Morgan, producer of the Random Passage mini-series, Barbara Doran, Des Walsh and actor Daniel Payne will be in attendance for the event.

Led by the Cape Random Trust with funding support from the Government of Canada, through the Atlantic Canada Opportunities Agency (ACOA) and the Government of Newfoundland and Labrador, Random Passage is introducing a new visitor experience that will connect its fictional narrative to the real history and lived experiences of Newfoundland and Labrador's outport communities.

"For 25 years, Random Passage has been a cornerstone of Newfoundland and Labrador's tourism experience, drawing visitors year-round to the stories, landscapes, and communities that define outport life," said the Honourable Sean Fraser, P.C., K.C., Minister of Justice and Attorney General of Canada and Minister responsible for the Atlantic Canada Opportunities Agency. "Through ACOA, the Government of Canada is proud to support a renewed vision that helps attract more visitors, enrich their cultural and educational experiences, and deliver lasting benefits for local communities."

"Random Passage puts outport life at the centre of the story, where it belongs. The resilience and spirit of those early communities is still alive in places like New Bonaventure. This investment helps ensure that story endures, and that visitors from around the world can experience the places that make Newfoundland and Labrador unlike anywhere else," said the Honourable Joanne Thompson, Federal Minister of Fisheries.

“The renewal of Random Passage is exciting and demonstrates how shared vision and partnership strengthen Newfoundland and Labrador as a thriving tourism destination that delivers authentic, unforgettable experiences for visitors,” said the Honourable Andrea Barbour, Minister of Tourism, Culture, Arts and Recreation.

**Today’s Highlights Include:**

- A new brand and digital presence
- A self-guided walking tour and mobile experience
- Expanded visitor programming tied to the surrounding landscape
- New tourism products such as a coastal picnic experience and Dark Sky interpretation
- Development of a long-term interpretive plan positioning Random Passage as a gateway to the story of outpost Newfoundland.

This event, emceed by Dawne Marlow, Chair of Cape Random Trust, highlights “the success and resilience of the Random Passage series and its site in New Bonaventure.” “What started as a film set is now a living interpretation of outpost life in the early 1800s,” said Barbara Doran, Producer of the Random Passage mini-series. “We are beyond excited to continue preserving that cultural heritage experience while paving a way for the future.”

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