



Medicine Hat Clay Industries
National Historic District

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Media Release

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Historic Clay District identified as Canadian Badlands artistic, cultural and historic attractor

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Medicine Hat – When the Canadian Badlands Ltd unveiled their tourism development strategy on November 7 in Drumheller, the Historic Clay District, together with the Medalta Potteries, emerged as one of eight major attractors in the region, along with the Royal Tyrrell Museum, Cypress Hills Interprovincial Park and Writing-on-Stone Provincial Park. Medicine Hat was also identified as the artistic, cultural and history hub of the Canadian Badlands.

Mayor Norm Boucher, who sits on the board of the Canadian Badlands Ltd, spoke about the importance of Medicine Hat being a major tourist hub and what it means for people in the community. "Medicine Hat is a natural hub of the Canadian Badlands experience," says Mayor Boucher. "We have an opportunity to not only welcome visitors to this unique region, but to introduce them to the unique 'badlands' aspects of our community such as the Historic Clay District, brick manufacturing and architecture, coulees and natural gas to name a few."

According to Barry Finkelman, Executive Director of the Historic Clay District, the recognition of the District as a focal point in Medicine Hat brings with it the responsibility to work with other organizations in the area to ensure the Badlands are recognized as Alberta's next tourism destination. "We must work closely with the Esplanade, Police Point Park Interpretive Centre, Downtown, Echo Dale and places outside the city like the Cypress Hills if we are going to attract and keep visitors in the area." He was also quick to acknowledge the efforts of the many committed volunteers in the Friends of Medalta Society who worked to bring the Historic Clay District to maturity. "Thirty years ago, Medalta Potteries was on the verge of demolition. It is gratifying to see the work of all our volunteers – both past and present – being recognized with this designation."

The Historic Clay District is the largest industrial National Historic District in Canada. In addition to the Medalta Potteries National Historic Site, the District also includes the Hycroft China complex and the last remaining beehive kiln from the massive Alberta Clay Products plant that burnt to the ground in 1961. It is operated by the Friends of Medalta Society.

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