

Press release
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The launched Peipsimaa campaign invites you to adventure on the heritage trail and combines cultural and natural heritage

The Peipsimaa Tourism and Peipsi Center for Transboundary Cooperation is leading a campaign that invites you to adventure on the Peipsimaa heritage trail. Peipsimaa is rich in cultural and natural heritage, and there are activities for both big and small heritage enthusiasts. The ER 193 Heritage Hunters social media campaign, which started in June, shares tips on what to visit and where to go in lake Peipsi area every week.

The area of lake Peipsi can be considered one of the ancient centres of the Baltic Finns, which have been inhabited by various Baltic Finns in the last few millennia. People living on the shores of the lake are connected by the lake and its ecosystem services. Traces of history and different tribes can be found in language and culture, which is why the region is very fragmented, but it provides a lot of material to visit lake Peipsi area.

In addition to the richness of languages, Peipsimaa is rich in its people. When you visit the area, you will find a warm welcome and the opportunity to experience authentic Peipsi culture and flavors. The campaign gives hints on which museums and heritage centers to visit, where to get authentic ivan tea and the best onion pie or fish. We would also like to introduce the community of Peipsimaa as part of our activities.

We invite all those interested to discover the charms of the Peipsimaa Heritage Trail and dive into the magic of rich history and beautiful nature. The track is open all year round and offers diverse experiences to all visitors. Keep an eye on our social media channels <https://www.facebook.com/visitpeipsi>, <https://www.facebook.com/peipsicenter> and <https://www.facebook.com/peipsimaal>

More information about the Project: <https://ctc.ee/activities-and-projects/running/heritage-hunters>.

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