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# South Cumberland NEWS

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## FRONT PAGE BRIEFS

### April 2016

#### A letter from the Publisher

I welcome you to the first issue of *South Cumberland News*, which will be published monthly to serve the areas of South Cumberland bounded by Advocate-Southampton-Parrsboro. Since purchasing the *Shoreline Journal* in 2008, I've been asked, on many occasions, when we would expand to serve the Parrsboro area.

We did include additional stories and photos, but I admit couldn't get it just right as you were used to having your own newspaper in years gone by. The *Shoreline Journal*, which started in 1994, developed a very loyal customer base because it was well known for its dedication to Debert, Great Village, Bass River and other areas in Colchester County. It proved to be a difficult task to meet the needs of both areas, not that we wanted to abandon a successful 14 year run.

Finally, I decided we were going to find a way to deliver to South Cumberland residents what they wanted and needed. The format chosen to bring *South Cumberland News* to you is the most economical way possible to focus on the area and provide coverage of local events, under the banner of *South Cumberland News*. The Parrsboro-Fundy Shore is one coastal highway. In the larger picture it considered one just as it is in tourism. But there is a division and it happens at the county line at Harrington River. To service both areas the design and layout had to meet all expectations, almost as if the paper has dual purposes. Readers in South Cumberland now have their own pages, but they can also read what is going on in communities along the shore to Truro, while Colchester residents with their loyalty, which has evolved since 1994, can learn more about South Cumberland, if they so choose.

This introductory issue and next month's will be mailed complimentary to all homes and businesses in Advocate-Southampton-Parrsboro areas. If you like what you read, and wish to continue reading us you have two choices: (1) pick it up at a number of local retail outlets, or (2) purchase a subscription. The more subscriptions purchased the easier it is to explain to advertisers you are supportive and have "bought-in" to the concept. The more local advertising support, the more pages we can produce. Our first-issue introductory offer, which expires on April 20<sup>th</sup> is **Buy One Year and get One Year FREE**. That's right, we will send you the paper for two years, but you only pay for one. This will also apply to "Gift" subscriptions. If you have friends or relatives who now live elsewhere, you can help them keep in touch with home. Prices are as follows: Postal Code: BOM, B2N & B6L (\$23.00, plus HST = \$26.45; Rest of Nova Scotia - \$28.00, plus HST = \$32.20 and Rest of Canada - \$30.00, plus HST = \$34.50. Deadline to qualify for these prices is April 20<sup>th</sup>. Each subscription ordered will be for a two period.

Once you start reading us each month you will want and need more local news coverage. You can play an important role to ensure your community is promoted. We invite you to submit news items and photos about your community. **If you are able to supply, we'll print it.**

You may contact me via mail at: Box 41, Bass River, NS B0M 1B0; PH: 902-647-2968, or email: [Maurice@theshorelinejournal.com](mailto:Maurice@theshorelinejournal.com)

Sincerely, Maurice Rees, Publisher

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## Parrsboro Creative's Cultural Campus 2016

STARTS MAY 21

By Robert More

Parrsboro Nova Scotia, an idyllic town nestled on the beautiful north shore of the Bay of Fundy, is known for the breathtaking beauty of its natural landscape and for having

the world's biggest tides. It's also about to be known for something else - the newest cultural tourism hotspot in the country.

Here's the story. In 2015, a group of Parrsboro community leaders in business and the

arts, inspired by the vision of prosperity derived from artistic creativity, launched an intriguing project called "The Cultural Campus", where the skills involved in making art and fine craft could be passed along to those interested in

exploring their creative potential: from the hobbyist to the seasoned professional. The unique thing about this Campus is that it is not anchored in any one location but can be found throughout the Parrsboro area, from the studios of Art Lab, to the coal fired forge at The Age of Sail, on the beaches of the Bay of Fundy, or in the rehearsal hall of the Ship's Company Theatre.

"Creativity is contagious", said Albert Einstein, "pass it on!" And this is exactly what the folks in Parrsboro are doing. Michael Fuller, Chair of Parrsboro Creative and a painter in his own right, sums it up perfectly: "Our artists, some with international reputations, are among the very best in the Atlantic provinces, and the wonderful creative and cultural diversity of the Parrsboro environment provides an exceptional opportunity not only for those wanting to take a course, but also for other artists to relocate

continued on page 3



It was an early morning rise to get to the wharf to watch one last magnificent sunrise before the *Katie Belle* headed to Saint John, NB, then south for sea trials. Come for a full page discovery of the *Katie Belle* on page 4 of the premier edition of the *South Cumberland News*. (Lawrence R. Nicoll Photo)

## Parrsboro Hosting 'Shore Hospitality Trade Fair'

By Taylor Redmond

Parrsboro is having its first Hospitality Trade Fair on Saturday May 7th. The event will be open to the public, offering free admission, music, with food, service & tourism operators promoting their businesses.

This is an exceptional opportunity to discover what is happening and available on the 183 kms of Parrsboro's beautiful shoreline... from Masstown to Joggins, with Amherst, Muidie and Springhill also represented. The event will be held at the Parrsboro Fire Hall, May 7th, 9am-5pm and will be open to the public, with free admission.

Guest Speakers will include: Glenn Squires: TIANS Chairman, CEO Pacrim Hospitality & Terri McCulloch, Charter Manager, Ambassador Gray Line.

The objective of the event is to provide the opportunity for tourist operators and service industry people to showcase their services to other operators and to the public; Highlight experiences available along the 183 km of our shoreline and build community awareness & a volunteer Ambassador team.

Organizers maintain if you offer a service or an experi-

ence, then you should have a display table at this trade fair. It's open to museums, artists and artisans, VIC's, campgrounds, parks, galleries, markets, cafés, restaurants, tour operators, outdoor adventure operators, theatre companies, workshop organizers and to those having tourist accommodations. Some communities will be working together to promote themselves as a group or an area.

Familiarization of what is available in another community is important for front line people who interact with tourists. As a result, familiarization tours will be available as a bonus opportunity. Bus transportation and a shore area tour has been incorporated into this awareness event.

People who interact with visitors on a daily basis during the summer months, will be

given priority on seat availability. It is designed to encourage people outside the immediate Parrsboro area to take advantage of the bus service being offered. An Ambassador tour guide will accompany those traveling on the bus. It is an opportunity to learn what features and experiences the shore offers to summer visitors. There will be a return bus at the end of the day.

Buses have been scheduled as follows:

**Bus schedule A:** Leaving Masstown at 8:30 am, en route to Parrsboro. Return bus will leave Parrsboro at 4:30pm, en route to Masstown.

**Bus schedule B:** Leaving Parrsboro at 8am, en route to Springhill, Amherst, Maccan and return to Parrsboro. A return bus, on the same route, will leave Parrsboro at 3:30pm.

## FORCE Community Meeting

March 31, 2016

Fundy Ocean Research Center for Energy (FORCE) is holding a Community Update meeting at the Band Hall, Parrsboro on Thursday, March 31st from 7-9 pm.

The meeting will include short updates from FORCE,

turbine developers, staff and partners.

You'll hear information on environmental monitoring, FAST platforms and updates from developers on tidal turbine projects. Everyone welcome, light refreshments will be served.

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