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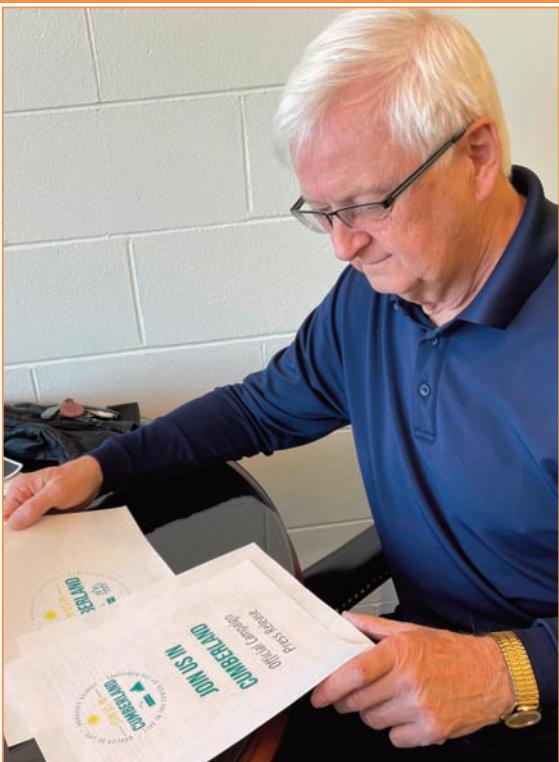
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Cumberland County Mayor Murray Scott looks over materials for the Join Us In Cumberland campaign launched to attract and retain people. The campaign was jointly launched by the Amherst and Area Chamber of Commerce and the Cumberland Business Connector.

(Darrell Cole photo)

"Join Us In Cumberland" Encourages New People to County

By Darrell Cole

The future of Cumberland County is not only about attracting new people, but also keeping those it has.

A new campaign, jointly launched by the Amherst and Area Chamber of Commerce and the Cumberland Business Connector, is aiming to do both - encourage new people to live in Cumberland County while urging those who already live here to appreciate what they have and stay.

"We have a tremendous skill shortage in Cumberland County and we're trying to find skilled workers," chamber of commerce executive director Ron Furlong said. "Join Us In Cumberland is our attempt to get the word out about what we have to offer here. Everyone is looking for people looking to resettle and we want people to understand the opportunities and lifestyles available in Cumberland County."

Join Us in Cumberland launched locally in mid-Feb-

ruary and includes testimonials from people who have relocated to the county. Furlong said the program will eventually be shared nationally and internationally, adding one of the languages the campaign is being translated into is Ukrainian.

Furlong said it's well known among those who live here, or have visited frequently, that Cumberland County is an incredible place to live, work and play. He said the problem is it's a secret to everyone else in the world. "This is not just about finding people to work, but finding people with the skills that are required," Furlong said.

One area of emphasis is in construction. Furlong said the housing shortage in Cumberland County is no different than other areas of the province. The issue is attracting construction workers to the county as well as encouraging young people to get training in skilled trades.

Along with attracting

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Highlanders Donate to Empty Food Bank in Springhill

Sgt Ashton Redding of the Nova Scotia Highlanders started a two month-long food drive throughout all 4 training locations and armories across Northern Nova Scotia from January 15 to March 15 to gather food for the food bank

in Springhill. Approximately \$600 worth of food was collected for the Springhill Food Bank, whose shelves were near empty.

As a kid who grew up on the food bank himself, he understood the importance of

donating food, especially after the Holiday Season when they need it most and donations are at their lowest. He encouraged members across all the Nova Scotia Highlanders locations to collect donations and supplies for struggling families in

this tough time as cost of living continues to increase. This was also a way to show the communities where we train even though we are part-time soldiers, we are full-time members in our local towns and wanted to give back any way we could.

Here are some quotes from several people involved in the food drive: "I think this is a great way to show we care for the communities we reside in and give back" - 2Lt Shea McNamara; "As a kid growing up on the food bank, I know the time after the holidays is when they need food the most." - Sgt Ashton Redding and "Please convey our most sincere thanks to all of your people for this incredible boost to our food bank! The shelves are full once again!" - Steve Toynton to Sgt Ashton Redding shortly after the donation.



Shown with tables lined with donated food is Sgt "Ashton" HJ Redding and Private Rebecca Leighton.
(Contributed)



Pictured with the Highlander flag when the food donation were delivered to the Springhill Food Bank is Sgt "Ashton" HJ Redding, Steve Toynton, Private Rebecca Leighton, and Mrs Toynton.
(Contributed)

Cumberland Reviewing New Model for Fire Service Delivery

By Darrell Cole

The Municipality of Cumberland has taken the first steps toward reviewing a new model for service delivery for fire departments within the municipality.

The hub model of fire services was presented to members of an ad hoc fire services

review committee on Wednesday, March 1, 2023. The hub model would see four of the municipality's fire departments identified as hubs including Pugwash, Parrsboro, Springhill and Shinnecox. The remaining 12 departments would be designated as local departments.

"The primary focus of the proposed hub model is to sustain and improve fire services throughout the municipality and reduce the administrative burdens on the fire departments," Mayor Murray Scott said. "It will also standardize levels of service, equipment and training."

The departments designated as hubs would serve as support centres to the local departments for logistics and training.

The hub model also contemplates the creation of a new municipal fire chief position and an administrator, who

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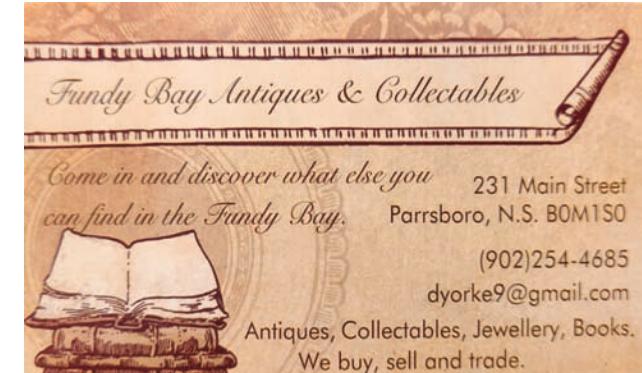


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