

# Cliffs of Fundy nabs \$265,000 Non-Repayable Funding



Nature lovers walking coastal trail near Cape D'OR, Cumberland County with terrific views of water, sky, beaches and former lighthouse. (Submitted)

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of Fundy GeoPark Society. The funding will be announced on behalf of the Honourable Pablo Rodriguez, Minister of Canadian Heritage, and the Honourable Kamal Khera, Minister of Seniors.

When making the announcement, The Honourable Ginette Petitpas Taylor, Minister of Official Languages and Minister responsible for ACOA said, "Atlantic Canada's tourism industry is vital to the region's economy, and the UNESCO-recognized Cliffs of Fundy GeoPark is one of Nova Scotia's undisputed gems. With today's invest-

ment, we are building on the region's existing assets to increase community unity so local businesses are well-positioned to promote the geopark and contribute to the impact of visitors' experiences. ACOA is proud to help provide the tools necessary to keep this natural wonder positioned as a must-see in the region."

Of the above \$265,000 total, ACOA is providing \$212,400 through its Innovative Communities Fund (ICF), Canadian Heritage is contributing \$33,900 through the Commemorate Canada Reopening Fund and Employment and Social Devel-

opment Canada (ESDC) is investing \$19,100 through the New Horizons for Seniors Program. The Province of Nova Scotia is also providing \$69,545 through the Tourism Marketing Assistance Program - Regional Marketing Organizations to support marketing initiatives. The Municipality of Colchester County and Municipality of Cumberland County each contribute \$75,000 annually to the operation of the Geopark.

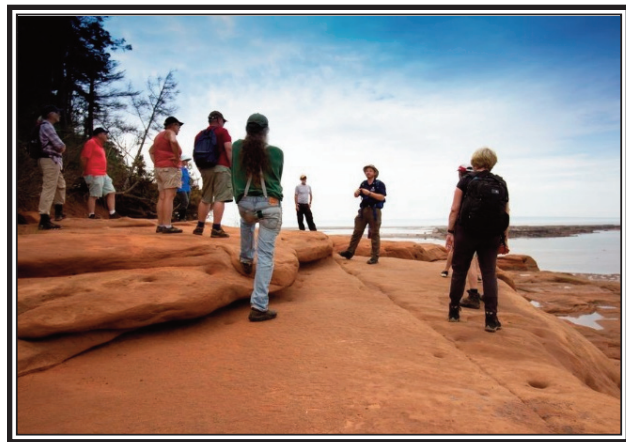
This support will help the Society co-ordinate activities that further develop the Geopark brand and establish more community participation with the goal of increasing visitation to this world-class destination. Priorities include marketing, interpretation, branding, digital content development, a fundraising strategy, and enhancements to visitor materials and kiosks. Finally, businesses within range of the geopark will be offered ambassador training, workshops and networking opportunities to ensure they are well-versed in the region's unique geological and historic assets and can share that knowledge with visitors.

Carrie Goodwin, Chair and President, Cliffs of Fundy GeoPark Society, who also is a Parrsboro area councillor for the Municipality of Cumberland, commented during the presentation: "Few initiatives have the

potential to change the economic prosperity of a region while respecting and maintaining the things that make it unique, that make it special. The designation of a Global Geopark is just such an initiative. Without the support of ACOA, the municipalities and the Province, and importantly the people who live along the Cliffs of Fundy including the Mi'kmaq who have lived here in Mi'kmawey for millennia, what is now becoming a reality would still be just a dream."

It is anticipated, as it develops, the Cliffs of Fundy GeoPark will become a strong component of the province's tourism industry. During the evaluation process on a visit to the area, one of the evaluators looking into his crystal ball stated, "the Cliffs of Fundy could become the province's primary attraction attracting hundreds of thousands of visitors from the global community."

He based his assessment upon, at the sites, visitors can learn about Earth's incredible natural history including the highest tides in the world; a magnificent landscape steeped in Mi'kmaw legend and tradition; how supercontinent Pangea was formed and broke apart millions of years ago; Canada's oldest dinosaur fossils; Acadian lore; and a vibrant arts, food, and musical culture scene.



A group on a tour standing on one of the many sandstone cliffs along the Bay of Fundy, which are part of network of 40 impressive geosites within a 165-kilometer drive within the GeoPark. (Submitted)

*"The Bay of Fundy's dramatic landscapes are remarkable. With help from the Commemorate Canada Reopening Fund, I'm pleased that the Cliffs of Fundy Geopark's in-person programming and interpretation will continue to play a key role in connecting Canadians and tourists with the unique geology, Indigenous stories and culture in this part of Canada."*  
**The Honourable Pablo Rodriguez, Minister of Canadian Heritage**

*"The Cliffs of Fundy Geopark includes some of Nova Scotia's most incredible landscapes and offers travellers unique opportunities to experience the world's highest tides. We are pleased to support marketing initiatives to draw travellers to this area and benefit local businesses, and it is wonderful to see further support from the Atlantic Canada Opportunities Agency that will help this important destination continue to thrive."*  
**The Honourable Pat Dunn, Minister of Communities, Culture, Tourism and Heritage**

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