

\$150,000 Funding for Nova Scotia Stampede

By Maurice Rees

The Nova Scotia Stampede will build on last year's success with support from the province. The 2025 Nova Scotia Stampede will take place September 18-21.

"The Nova Scotia Stampede is an exciting event that showcases the rich culture and hospitality of our province," said Dave Ritcey, Minister of Communities, Culture, Tourism and Heritage. "Investing in cultural and sport events attracts tourists, boosts the economy and creates thriving communities across our province."

Matt Moore, CEO, Central Nova Scotia Sports & Entertainment said, "The Nova Scotia Stampede has quickly become a key event, bringing major economic benefits and showcasing the lively spirit of our community. The strong attendance and excitement at the 2024 Nova Scotia Stam-

pede, from both locals and visitors from far and wide, show our unique ability to blend culture, sports, heritage and hospitality. This event not only boosts central Nova Scotia but also the entire province. We are profoundly grateful for the government's support, which has been crucial to our success. Looking ahead to 2025, we are excited to keep growing its reputation, making the Nova Scotia Stampede a leading event for our province."

The Province is providing \$150,000 to support the 2025 Nova Scotia Stampede and is investing \$550,000 in portable bleachers for the Nova Scotia Provincial Exhibition grounds in Bible Hill.

"This announcement marks more than an investment in an event; it's an investment in our community, our local economy and our shared identity. This funding helps ensure that

the Nova Scotia Stampede becomes a marquee event for our region - a celebration of agriculture, sport and rural life that draws visitors, supports local businesses and builds pride in where we live. The village is thankful for the Province of Nova Scotia's support of the Nova Scotia Stampede and the revitalization of the Bible Hill exhibition grounds.", Kevin Kennedy, Chair, Bible Hill Village Commission added during Ritcey's announcement.

The inaugural Nova Scotia Stampede, held last September, combined professional rodeo, live entertainment and local vendors. The event generated \$2.2 million in net economic activity for the province, according to an economic impact assessment by Sport Tourism Canada.



The Province is providing \$150,000 to support the 2025 Nova Scotia Stampede in Bible Hill and \$550,000 for portable bleachers at the Nova Scotia Provincial Exhibition grounds in Bible Hill. (Contributed)



L-R: Kevin Kennedy, Chair, Bible Hill Village Commission; Dave Ritcey, Minister of Communities, Culture, Tourism and Heritage; Sam Madore, Executive Director, United Way Colchester and Cumberland Counties; and Matt Moore, CEO, Central Nova Scotia Sports and Entertainment. (Province of Nova Scotia)

Scammers use AI tools and Dark Web sites

Tactics used by scammers are constantly evolving. Nearly every scam involves some sort of information theft, and scam survivors who lost money may not realize their personal information has also been compromised.

As new variations of scams are being created, BBB urges the public to use caution when dealing with their personal information. Reports to BBB indicate that the landscape of identity theft is changing with the widespread adoption of AI tools and dark web sites that allow sales of stolen information.

In the new study "AI tools and Dark Web fuel identity theft, exposing bank accounts and Social Security numbers," the BBB International Investigations Initiative examines patterns of reports, reviews the amount of money lost, and shares stories from those caught up in the scams so the public can avoid them.

What are the signs of identity theft? - Misspelled website URLs; Suspicious links or attachments in unexpected emails; Websites with low quality design; Text messages from unknown sources and Unexpected messages on social media

How can I protect myself from identity theft?

Secure your personal information. Usernames, pass-

words, and Social Insurance Numbers are some of the personal pieces of information you should be very wary about showing to anyone but fully trusted sources.

Monitor your accounts. Regularly checking your credit report and financial accounts can help you catch fraud in the earliest stages before costly scams occur.

Use strong passwords and multi-factor authentication. Multi-factor authentication is one of the best ways to safeguard your accounts. While it may add a step when you log in, it can make your most sensitive accounts nearly impenetrable.

Protect your financial identity. Setting up fraud alerts can help you cut off scammers' attempts before any damage is done.

For over a decade, BBB's International Investigations Initiative has advocated for an ethical marketplace by conducting deep-dive research on the riskiest and most common scams reported across North America. Visit BBB.org/scamstudies for more information on identity theft and other scams. Visit BBB.org/ScamTracker to report a scam.

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