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South Cumberland NEWS

PO BOX #41 BASS RIVER, NS B0M 1B0
VOL. 1 NO. 11

FEBRUARY 2017 **\$1.95 + HST**

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Parrsboro to Host "Plein Air" Festival June 16-18

By Robert More

Canada's first international Plein Air Festival presented by Parrsboro Creative will be held June 16-18, 2017. "Plein Air" means painting outside in nature from life in real time is now one of the most powerful arts movements in the USA and Canada. Its popularity is surging, and it's attracting the very best representational artists on the continent. Parrsboro Creative is looking to bring these high-profile artists to The Bay of Fundy/Minas Basin region.

"This is a tremendous opportunity, says Michael Fuller, Chair of Parrsboro Creative. "By bringing artists and consumers of art together in Parrsboro, we are taking an important step in attracting gifted artists to live here and redefining Parrsboro as a visual arts destination for both admirers and collectors of high quality art".

Thirty-five top plein air artists selected from across North America will compete for more than \$6,000 in cash and product awards. Applications will be juried by professional

artists William Rogers and Joy Laking, with submissions being accepted until March 25

William Rogers, Honorary Festival Chairman and one of Canada's most successful Plein Air painters, believes this region has something very special to offer. "Having painted en plein air in Parrsboro, I feel the local landscape here rivals any I have seen for plein air painting. This magical place, with dramatic Fundy tides and changing atmospheric conditions, makes for an endless supply of possible painting subjects - every artist's dream."

"This is the kind of high-impact event", comments Executive Director Robert More, "that will support our local economy through spin-off spending, while enhancing Parrsboro's reputation as the centre for the visual arts in Atlantic Canada. It's a great opportunity to share with people right across the continent just how amazing Cumberland County and the Bay of Fundy/Minas Basin Region is, and to show the world just how much Nova Scotia has to offer."

For Artists Submissions, please see:

www.parrsborocreative.com/pleinair/

For Further Project Information, or to arrange Interviews, please contact: Robert More/Executive Director, Parrsboro Creative ed@parrsborocreative.com / 902-728-2007 www.parrsborocreative.com



Honorary Festival Chairman, William Rogers CSPWC TWSA SCA

Fundy Cliffs Geopark Project Underway

By Anne Grabinsky

The shore between Advocate and Economy is on the road to becoming Nova Scotia's first UNESCO Global Geopark. The Fundy shore has more than 300 million years of earth history inscribed in its cliffs. Once located right on the equator at the heart of Pangea, this coast changed dramatically throughout time. It was covered by lush tropical vegetation, but also desert sands and glaciers; it saw the

first reptiles emerge and dinosaurs go extinct.

When Pangea broke apart and Africa drifted away from North America, a big rift valley was created which later became the Bay of Fundy. Lava poured out of the earth and created landmarks such as Isle Haute and Cape d'Or. Dinosaur parts got fossilized at Wasson Bluff in Parrsboro, and ancient sand dunes were carved into iconic formations such as Red Head in Five

Islands or the Flowerpot at Soley Cove, Economy.

Our rich geoheritage and the story of the earth that it tells are world class. To showcase this excellence to a local as well as international audience, UNESCO Global Geopark status would be an outstanding vehicle. Geoparks centre around hands-on experiences at exceptional geological formations that make lasting memories. On the shore, this could be a dinosaur dig at

Wasson Bluff or kayaking around the Three Sisters. Cultural aspects and the people who live here are important threads in the fabric of a Geopark, too. The Mi'kmaq legends of Kluskap are woven into this shore as is the Age of Sail. In the Geopark concept, strong community engagement is paramount - working together to help enhance tourism and foster regional development.

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Community members and geologists are working together on the Geopark project shown above are: Anne Grabinsky, Tim Fedak, Karen Dickinson, David Beattie, John Calder, Chris MacIntyre, Willem van den Hoek and Anita MacLellan. (Submitted)

Parrsboro Creative to Undergo \$70,000 Development

Parrsboro Creative will soon be undergoing a \$70,000 analysis and development involving marketing activities and website enhancements.

On January 24th, Bill Casey, MP, Cumberland-Colchester announced a \$52,000 non-repayable contribution, through the Business Development Program (BDP), to the Parrsboro Creative Arts Association.

With this support, the Parrsboro Creative Arts Association will be able to create a strategic business plan to grow the sustainable creative economy in Parrsboro.

This funding will also enable Parrsboro Creative to undertake marketing activities and enhancements to its existing website.

These initiatives will help to bring new art students, teachers, buyers and tourists to the region and create new econom-

ic opportunities for the area.

The Municipality of the County of Cumberland is also contributing \$5,000, the former Town of Parrsboro is providing \$4,500, and the Parrsboro Creative Arts Association is investing \$8,500 to the project.

Following Casey's announcement, Michael Fuller, Chair, Board of Directors, Parrsboro Creative Arts Association said, "In the Arts, timing is everything."

Parrsboro Creative has been nourished from inception by vision, passion and by flying by the seat of our pants.

Our success in developing Parrsboro as a community recognized for its innovative development of a cultural economy has opened many doors.

Our programs will attract artists to re-locate here and further build an

economy based on reversing the exit pattern of the population trend and increasing dollars put into circulation due to art sales and the resulting increase in general tourism.

Now we are at a point with so much at stake and so many new and wonderful options, that the development of a strategic business and marketing plan is essential.

I look forward to working with both ACOA and our team of consultants to build Parrsboro Creative into a strong and effective business for now and the future."

At the same event in Amherst, Casey announced a \$90,000 contribution to the Lions Club of Amherst through the Canada 150 Community Infrastructure Program (CIP150) for enhancements to the Amherst Lions Park.

The Dressmaker Showing February 1ST

By Sue Maslin

After being closed for renovations the hall in Parrsboro will start hosting events on February 1st.

The opening event after new seating and other interior renovations have been completed will be showing of The Dressmaker starting at 7:30 pm.

The Dressmaker is a 2015 Comedy, Drama, rated 14A. Rosalie Ham's best selling novel,

The Dressmaker is the story of femme fatale Tilly Dunnage who returns to her small home town in the country to right the wrongs of the past.

A stylish drama with comic undertones about love, revenge and haute couture.

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