



Bay of Fundy Waves the Flag for Canada in New7Wonders of Nature Contest

News Release

April 16, 2010 Parrsboro, N.S. – “Canada is defined by its expansive geography so it is no surprise that the Bay of Fundy, boasting the highest tides in the world, is attracting global curiosity,” says Rob Moore, Minister of State for Small Business and Tourism. “The New7Wonders of Nature worldwide competition is one of the next great opportunities to reinforce Canada’s global image as a fresh and exciting international tourism destination.”

This week Jean-Paul de la Fuente, Director of the New7Wonders Foundation, visited Canada officially for the first time. “It’s one thing to see pictures and read about Canada’s Bay of Fundy, it is quite another to experience the world’s highest tides and to walk the ocean’s floor at low tide. It is a worthy candidate that the whole of Canada should be proud of”, said Mr. de la Fuente, whilst reminding that “the Bay of Fundy has qualified through popular vote to become Canada’s sole national representative worldwide.”

This was the first time New7Wonders has visited Canada officially since the Bay of Fundy was announced as one of the 28 Official Finalists in the New7Wonders of Nature campaign. The main purpose of the official visit was to share best practices and ideas to maximize the success of the campaign. The Declaration of the New7Wonders of Nature, which will be chosen by popular vote, will be announced on November 11, 2011 (11.11.11). More than one billion votes are expected to be cast from people on all continents.

During Mr. de la Fuente visit to the Bay of Fundy he toured Hopewell Rocks, New Brunswick and Hall’s Harbour, Nova Scotia and took an aerial tour of the Bay of Fundy’s coastline.

Participating in the delegation this week were regional and national tourism representatives to discuss strategies and identify opportunities for Canada in this global campaign. Terri McCulloch, Executive Director of Bay of Fundy Tourism says: “This is an important milestone in the Canadian effort to become one of the New7Wonders of Nature and to attract international attention as an emerging nature tourism destination.”

The Bay of Fundy is competing against 27 other nature sites in the world, including the Amazon Rainforest, the Great Barrier Reef, the Grand Canyon and the Galapagos Islands. Canadians can vote for the Bay of Fundy by visiting www.votemyfundy.com.

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Pictures of Mr. de la Fuede's visit to Canada are available at: www.votemyfundy.com

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About the Bay of Fundy

The Bay of Fundy, right in the heart of the Maritimes provinces, is a 270 km (170 mile) long ocean bay that stretches between the provinces of New Brunswick and Nova Scotia on Canada's east coast. The Bay of Fundy is best known for the highest tides in the world and has been compared, in marine biodiversity, to the Amazon Rainforest. The Bay is the summer feeding area for half the world's population of endangered North Atlantic Right whales and 12 other whale species. It is home to the world's most complete fossil record of the "Coal Age" (300 million years ago) as well as Canada's oldest dinosaurs. The Bay of Fundy is home to two UNESCO Biosphere Reserves (Upper Fundy & Southwest Nova) as well as the Joggins Fossil Cliffs UNESCO World Heritage Site.

About Bay of Fundy Tourism

The mission of the Bay of Fundy Tourism is to raise the profile of the Bay of Fundy as a Canadian nature tourism icon. This non-profit association is supported by the Atlantic Canada Opportunities Agency, Nova Scotia Tourism, Culture & Heritage; New Brunswick Tourism & Parks; Regional Development & Tourism Associations; municipalities; and, tourism businesses.

About New7Wonders

The New7Wonders campaigns are run by the non-profit New7Wonders Foundation, which fosters and facilitates positive global dialogue. The first New7Wonders campaign was the first-ever global election, choosing the man-made Official New 7 Wonders of the World and creating Global Memory, thanks to more than 100 million votes. The current Official New7Wonders of Nature campaign is on track to get more than 1 billion votes worldwide. More information and voting: www.new7wonders.com



The Bay of Fundy Tourism (in partnership with New Brunswick Tourism & Parks, Nova Scotia Tourism, Culture and Heritage and by the Atlantic Canada Opportunities Agency) is coordinating the Canadian campaign of awareness and voting support for Bay of Fundy.

The Bay of Fundy Tourism is the Official Supporting Committee for Bay of Fundy.

