



Bay of Fundy Joins Olympic Spotlight at Atlantic Canada House

For Immediate Release:

February 8th, Parrsboro, NS– With just a few days to go until the official start of the 2010 Olympics, the Bay of Fundy is excited to be able to create heightened awareness of their global New7Wonders of Nature campaign at an Olympic venue in Vancouver. The Bay of Fundy is Canada's sole finalist in an international campaign to declare the world's top 7 natural wonders: a contest whose scope is much like the world-famous Olympics.

Atlantic Canada House will be opened on Granville Island, in Vancouver from February 13 to 28, 2010. The Atlantic provinces will be featured in music, cuisine, art and dance. On the Nova Scotia and New Brunswick partner days, the Bay of Fundy will share its story with national and international visitors.

"Atlantic Canada House expects over 35,000 visitors daily throughout the two-week event", stated Terri McCulloch, Bay of Fundy Tourism Manager. "Visitors will have the opportunity to cheer on their favorite Canadian athletes *and* support one of Canada's top natural wonders. This international event is a big opportunity for us to get the message out and encourage voting."

Visitors to Atlantic Canada House on the New Brunswick and Nova Scotia days will learn more about the Bay of Fundy New7Wonders of Nature campaign through exhibits and collectible postcards. Digital codes for mobile scanning will also be featured to make it more convenient to vote for Fundy in this global campaign.

To vote for Bay of Fundy in the New7Wonders of Nature campaign, go to:

www.votemyfundy.com

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About the Bay of Fundy

The Bay of Fundy, located 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 (Bay of 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.