



Bay of Fundy Makes Splash at Canada's Expo 2010 Pavilion in Shanghai, China

For Immediate Release:

July 19, 2010, Parrsboro, NS -Canada's Bay of Fundy was recognized at the 2010 World Exposition in Shanghai, China on July 17 with the declaration of "**Bay of Fundy Day**" at the Canada Pavilion.

The Bay of Fundy is Canada's remaining nominee in the global New7Wonders of Nature campaign: a worldwide quest to discover the world's new natural wonders. On July 17, New7Wonders founder, Bernard Weber, visited the Canada Pavilion to accept a "Bay of Fundy Day" commemorative plaque.

Canada's Bay of Fundy is one of 28 global finalists remaining in the final phase of the Official New7Wonders of Nature campaign.

"It was an honour to have the Bay of Fundy recognized at the Canada Pavilion in Shanghai," notes Terri McCulloch, Executive Director of Bay of Fundy Tourism, "Canada, through Bay of Fundy's candidacy in the global New7Wonders of Nature campaign, has a rare opportunity to showcase its natural wonder on the international stage and entice new visitors to Canada."

Over 1 billion worldwide votes are expected in the New7Wonders campaign before it concludes on 11.11.11 with the declaration of the top 7.

As the New7Wonders campaign steadily gains momentum on all continents, Bernard Weber comments: "Like each Expo, New7Wonders brings people together to foster and facilitate global dialogue, encouraging people everywhere to celebrate what we all share."

Expo 2010 is the biggest exposition ever, with 242 countries and organizations participating. On its way to surpassing its target of 5.5 million visitors, the Canada Pavilion is currently welcoming more than 30,000 guests per day. More than 2 million Expo 2010 visitors have already experienced the 'Living City'.

**Photos of the event can be found at
http://www.votemyfundy.com/media/expo_photos/**

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About the Bay of Fundy

The Bay of Fundy 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

Bay of Fundy Tourism is the official nominating committee of the Bay of Fundy in the New7Wonders of Nature campaign. The organization's mandate is to raise the profile of the Bay of Fundy as a Canadian nature tourism icon. This non-profit association is supported by Nova Scotia Tourism, Culture & Heritage; New Brunswick Tourism & Parks; the Atlantic Canada Opportunities Agency (ACOA), and Regional Development & Tourism Associations.

About New7Wonders:

The New7Wonders Foundation is an NGO dedicated to fostering global dialogue and mutual appreciation through worldwide participation in its voting campaigns. The campaign that chose the man-made Official New 7 Wonders of the World was the first-ever global election and received more than 100 million votes. The current campaign, to choose the Official New7Wonders of Nature, is now in its third and final voting phase, and expects some 1 billion votes by 11.11.11.

About Expo 2010:

Expo 2010 is the biggest exposition ever, with 242 countries and organizations participating. With the assistance of Cirque du Soleil, Canada has created a stunning pavilion that is a popular highlight of Expo 2010 and an excellent showcase for Canada's theme: "The Living City: inclusive, sustainable, creative." On its way to surpassing its target of 5.5 million visitors,

the Canada Pavilion is currently welcoming more than 30,000 guests per day. More than 2 million Expo 2010 visitors have already experienced the Living City.

Expo 2010 affords Canada an opportunity to advance its foreign and trade policy goals, strengthen economic, diplomatic, and cultural ties with China, and shape and strengthen Canada's brand in China.

Canada's International Expositions Program, part of the Department of Canadian Heritage, is responsible for planning, coordinating, and implementing Canada's participation in international expositions sanctioned by the Bureau of International Expositions.

For more information about Canada's participation in international expositions, please visit www.canadianheritage.gc.ca/progs/expo/index_e.cfm and www.expo2010canada.gc.ca.