



## Bay of Fundy Launches Text Voting in New7Wonders Campaign at Canada Games

### For Immediate Release:

The Bay of Fundy Tourism launched text voting in its New7Wonders of Nature campaign today, February 17, at the 2011 Halifax Canada Games.

Terri McCulloch, Executive Director for Bay of Fundy Tourism, officially kicked-off text voting for the campaign with Nova Scotia Minister of Economic and Rural Development and Tourism, Percy Paris, and New Brunswick Tourism and Parks Minister Trevor Holder at a press conference at Celebration Square, in Grand Parade.

“Text voting infuses new energy and potentially millions more votes into Bay of Fundy’s campaign during these months leading up to the declaration of the final seven” stated Terri McCulloch, Executive Director, Bay of Fundy Tourism. “People are asking what else they can do, in addition to online voting, to support Canada’s finalist. Text voting offers Canadians a new way to propel the Bay of Fundy to the podium in November.”

Voting for the Bay of Fundy is now as easy as sending a text message from a mobile phone. **Simply text the word FUNDY to 77077. Each text vote costs \$0.25** and counts as one vote for the Bay of Fundy. Now people can vote as many times as they like for the Bay of Fundy via text voting.

“I am so pleased to be here today with Minister Paris to announce text voting in the New7Wonders of Nature campaign,” said Mr. Holder. “We are proud to share this spectacular natural attraction. We are encouraging all Canadians to vote for the Bay of Fundy, and visit our region so they can see why it truly is a wonder of nature.”

“There is a feeling of great national pride here at the Halifax Canada Games,” said Mr. Paris. “It is the perfect opportunity to showcase Nova Scotia and New Brunswick’s Bay of Fundy, Canada’s only finalist in the global New7Wonders of Nature campaign. We encourage all Canadians to show their support and vote, either online or by text.”

Presently, only five of the 28 global finalists in the New7Wonders of Nature campaign have activated the text voting option.

The text voting service for Bay of Fundy in the New7Wonders of Nature campaign works on all mobile networks across Canada. Text voting is now available, along with the previous option of voting online through [votemyfundy.com](http://votemyfundy.com). Voting will continue until the campaign’s conclusion on November 11, 2011. Text message votes will be added to online votes at the campaign headquarters in Switzerland to complete the final tally of votes for Canada’s Bay of Fundy.

**FOR BROADCAST USE:**

The Bay of Fundy's quest to become one of the New7Wonders of Nature got a boost during today's announcement of a new voting tactic: text voting. This was revealed today at a press conference by Bay of Fundy Tourism staff, accompanied by the New Brunswick and Nova Scotia Tourism Ministers. To vote: text the word: FUNDY to 77077. Text voting costs \$0.25 per text and works on all mobile phones across Canada. Each text vote counts as one vote for Bay of Fundy in this global campaign. The text voting and, previously available online voting through [votemyfundy.com](http://votemyfundy.com), will be available for the next 265 days until the campaign's conclusion on November 11, 2011. Bay of Fundy supporters suggest that adding text voting as an option could potentially boost the Bay's total number of votes by millions.

**Photos of the announcement can be found at:**

<http://www.votemyfundy.com/media/texting/>

**Bay of Fundy Campaign Video:**

<http://youtube.com/fundybay>

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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 and the Stonehammer Geopark in Saint John.

### **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.

