

WATERFRONT DEVELOPMENT--Waterfront Development a Finalist  
for Canadian Tourism Award

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Waterfront Development Corporation is one of three finalists for the Canadian Tourism Award's Corporate Partner of the Year for the second year in a row.

"People who visit Nova Scotia always want to come back to see the high quality events and destinations like these recognized by the Tourism Industry" said Economic and Rural Development and Tourism Minister Percy Paris.

"Congratulations to Waterfront Development and the other finalists on this significant achievement and for making Nova Scotia a place we are proud to call home."

The awards, selected by the Tourism Industry Association of Canada, recognize success, leadership and innovation in Canada's tourism industry. The Royal Nova Scotia International Tattoo, Celtic Colours, and White Point Beach were also selected as finalists, and T4G received an honourable mention.

"We pride ourselves on showcasing the best of Nova Scotia through our four waterfronts, and are proud to be acknowledged as a corporate partner," said Colin MacLean president and CEO, Waterfront Development. "We are extremely honoured to have been nominated by Destination Halifax and congratulate the other Nova Scotia finalists on their achievements."

The winners will be announced at an event in Ottawa on Nov. 24.

"Colin MacLean and his team are true champions and driven by their goal to get people as close as they can possibly get to the unforgettable beauty, captivating experiences and knock out opportunities on the water's edge," said Patricia Lyall, president and CEO of Destination Halifax. "If there is a good idea afloat, they'll run with it. If there isn't, give them a minute and they'll come up with one."

In 2011 Waterfront Development hosted three signature events on the Halifax Waterfront, the 25th anniversaries of the TD Halifax Jazz Festival and Halifax International Busker Festival, and the FIVB International World Junior Volleyball championships.

Waterfront Development also opened the interim public urban beach Sands at Salter and focused on creating great experiences on each of the four waterfronts it oversees.

Waterfront Development is a provincial crown corporation developing the strategic potential of waterfronts in Halifax, Dartmouth, Bedford and Lunenburg. The corporation fosters the creation of waterfronts that drive economic opportunity, enhance tourism, provide experiences, and reflect and protect marine heritage. The Halifax and Lunenburg waterfronts are the two most visited destinations in the province.

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The awards will be presented at an event in Ottawa at the end of November.

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