

October 27, 2011

Waterfront Development Announces Return of Tall Ships Nova Scotia

Waterfront Development announced today, Oct. 27, that tall ships are returning to Nova Scotia. They will arrive in Halifax July 19-23 and visit outports across the province July 24-30.

"The province has committed \$780,000 to the Tall Ships Nova Scotia event," said Economic and Rural Development and Tourism Minister Percy Paris. "Our contribution will help fund the cost to bring the ships here and attract more visitors to the province."

The event is part of the Tall Ships Challenge - Atlantic Coast 2012 Race, organized by Tall Ships America. The ships will start in Savannah, Ga. and sail up the U.S. eastern seaboard, stopping in Charleston, S.C., Greenport, N.Y., and Newport, R.I.

"The tall ships event will showcase the best of Nova Scotia," said Colin MacLean, president and CEO, Waterfront Development. "Nova Scotians and visitors to our province will have the opportunity to sample the best food, music, art and film, and a experience a piece of our history."

Event programming will include a special historical piece to commemorate the bicentennial anniversary of the War of 1812. Halifax events will include an encampment and animators along the waterfront. Each of the outports will also commemorate Nova Scotia's connections to the War of 1812.

"The War of 1812 was a turning point in Canada's history, and Canada's national historic sites are at the very centre of the 200th anniversary," said Linda Frank, field unit superintendent, mainland Nova Scotia field unit, Parks Canada. "Parks Canada is exploring opportunities to work with Waterfront Development to bring the stories of 1812 to the Halifax waterfront during Tall Ships 2012.

"It will provide the chance for knowledgeable Parks Canada staff to captivate all ages and interests by telling some of the moving and inspiring stories from this time of conflict and courage."

Locals and tourists in other regions of Nova Scotia will have an opportunity to experience the tall ships in small and large ports across the province.

Waterfront Development is partnering with Cape Breton Island to bring the Tall Ships to Port Hawkesbury, Louisbourg and Sydney. The ships will also visit Lunenburg, Shelburne, Yarmouth, Pictou and Pugwash.

Theodore Tugboat is also playing a big role in the event. He is headed to the United States for the winter and will be travelling to the U.S. tall ships race ports. He will then bring them with him back to Halifax.

"On behalf of the Murphy family and business, I am thrilled that Theodore will represent Nova Scotia traditions and culture as he departs on this significant promotional mission," said Jeff Farwell, general manager and owner, Murphy's The Cable Wharf. "This is a wonderful example of how private sector businesses can work effectively with the government to achieve great results."

In 2009, Tall Ships of Nova Scotia generated an incremental economic impact of \$32.8 million, and attracted more than 94,000 tourists to the province.

"The Waterfront Development team have put together yet another recipe for success in 2012. They've leveraged the popularity of the Nova Scotia's waterfronts and used them as the stages on which the magic of a tall ships visit will be experienced," said Patricia Lyall, president and CEO, Destination Halifax.

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.

For more information on the Tall Ships Nova Scotia 2012 event please visit www.my-waterfront.ca.

FOR BROADCAST USE:

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