

# TWO DISTINCT COASTS

*One Incredible  
Experience*

May / June

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## Central Nova Tourist Association

May/June 2010 Newsletter

### CNTA Award Winners!

CNTA had a its AGM and a successful and fun Awards Banquet at the Holiday Inn Hotel & Conference Centre on May 6th. Listed below are the awards winner for this years event! Congratulations!!

*Gift Shop Award - Studio Glass, Maitland*

*Attraction Award - Tatamagouche Creamery Square Society*

*Accommodation Award - Holiday Inn Hotel & Conference Centre, Truro*

*Ambassador Award - Jim & Patricia Yorke, Hidden Hilltop Family Campground*

*Food & Beverage Award - Bare Bones Café & Bistro. Parrsboro*

*Festival & Events Award - Dutch Mason Blues Festival, Biblehill*

*Super Host Customer Service - Gordon Pictou, Glooscap Heritage Centre*

*President's - Bill Hay, Mastadon Ridge*

### VIP Challenge July 17th

The first event of its kind in Truro, taking endurance racing to a new level of FUN, sending you off on a 5K run with challenging obstacles. Leap over hay bales, scale a wall, conquer Jacob's ladder and fight your way through Victoria Park to glory!

To Register In Person or by Mail:

Town of Truro Parks, Recreation & Culture 695 Prince St. PO Box 427  
Truro, N.S. B2N 5C5 (902) 893-6093 or (902) 893-6078 (fax) 893-0501  
asimms@truro.ca

For more information please visit: <http://www.truro.ca/active-community-initiative.html>

# Celebrate National Aboriginal Day

**June 21, 2010 12 - 7 pm**

GHC is pleased to announce our 5<sup>th</sup> annual National Aboriginal Day celebration on June 21<sup>st</sup>. Our signature event of the year, this year's celebrations promise to be our most spectacular yet!

We have three traditional drum groups, traditional dancers and a hoop dancer, native flute demonstrations, children's magic show and face painting and a finale concert by

Lonecloud.

We still have vendor tables available at \$25 and we are also still looking for donations for door prizes and prizes for drum and dance contests. Should you have any questions or wish to donate a prize or service, please do not hesitate to contact Joe Sylliboy, Senior Heritage Interpreter, at (902) 843 3493 or by email at

[joe@glooscapheritagecentre.com](mailto:joe@glooscapheritagecentre.com)



**KLUSKAP**  
aq wikma etl-mui'waluj



**GLOOSCAP**  
Heritage Centre

## Explore [novascotia.com](http://novascotia.com)

Everyone is aware that [novascotia.com](http://novascotia.com) was undergoing a refresh. It launched on April 06, 2010. The new site features exciting new video in the mastheads, a new trip planning tool, enhanced operator listings, and better integration of our social media channels. It also features a new trip planning tool, including the Routes to Your Roots planner. Routes to your Roots allows visitors to research their Nova Scotia family history and plan a related visit.

- Grab a cup of coffee and spend a few minutes exploring the new site...we hope you'll like what you see and we welcome your thoughts and suggestions! Contact Michelle Sears [searsmt@gov.ns.ca](mailto:searsmt@gov.ns.ca) to learn about marketing opportunities on [novascotia.com](http://novascotia.com)

## Tourism Talent.com

The Nova Scotia Tourism Human Resource Council is pleased to launch the updated [TourismTalent.com](http://TourismTalent.com)

This site is the recruitment site of choice for tourism operators in Nova Scotia. Improvements to the site include the addition of a casual / part-time category that will allow operators to attract older workers and those seeking lifestyle positions. Enhancements have also been made to the Career Centre to provide employers and job seekers with updated information and resources.

The **TourismTalent** website is one of only a few job portals in the world that specifically targets those seeking careers in tourism!

To post a job on [tourismtalent.com](http://tourismtalent.com), please contact Tanice Mundle at [jobs@tourism.ca](mailto:jobs@tourism.ca) or 902-422-5853.

## 2010 VIC's

## Dates of Operation

Parrsboro	Year Round
Stewiacke	Year Round
Truro (GHC)	Year Round
Wallace	Year Round
Springhill	May 17 - Oct.15
Amherst	May 25 - Aug 31
Maitland	May 15 - Oct 15
Oxford	May 11 - Oct 16

## Welcome Mat

**Welcome New Members!**  
Joy Laking Studio - Bass River



## Social Media

*New fan pages on facebook and twitter accounts have been created to keep you updated on news and events.*

*Be sure to join the Wild Blueberry Harvest Festival fan page and add Berry Fest as a friend on facebook! Berry and his new fan page will keep you informed on news and details about this year's festival.*

*The Glooscap Heritage centre has created a fan page on facebook that updates you with events and news about what is going on at the centre. Here, you will also find fun facts, pictures and videos. Their Twitter account, GlooscapCentre is also a great way to keep you informed, so be sure to follow them!*

*Fan pages have also been created for the Northumberland Shore and the Fundy Shore. These pages are filled with pictures and information about events, attractions and activities available in the area. And don't forget to follow SunshineCoastNS and FundyShoreNS on Twitter! Great for tourists or even locals; they will keep you updated on what's going on so that you don't miss a thing.*

*Do you have a passion for writing and a passion for Nova Scotia? If so, we have the perfect job for you! The Nova Scotia website, [www.novascotia.com](http://www.novascotia.com) is looking for bloggers to share their experiences and stories about the province. Two bloggers have recently been added to the Nova Scotia Blogger Team. Ryan Faulkner and Dyhan Keeble-Morris have been chosen to share their experiences about the Fundy Shore and the Northumberland Shore. Their blogs will be up shortly.*

*We are looking to find two more bloggers, one to help cover the Northumberland Shore and one to help cover the Fundy Shore. The bloggers chosen will need to commit to writing about their assigned area at least once a week. We ask that anyone who is interested in these volunteer positions to send a sample blog to [joyce@centralnovascotia.com](mailto:joyce@centralnovascotia.com).*

## Welcome our CNTA Summer Students!!

*CNTA would like to welcome back Stephanie George as Marketing Assistant, Kristie Pettipas working in the role of Public Relations Coordinator as well as another returning person, Ashley Childs, working in our VIC doing greetings and providing information to all our visitors this summer. Welcome again Girls !! Nice to have you working with us!!*



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Truro, NS  
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1-800-895-1177  
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info@centralnovascotia.com

**We're on the Web!**

**[www.centralnovascotia.com](http://www.centralnovascotia.com)**

## On-line Learning Campus

The Glooscap Heritage Society's is developing an On-line Learning Campus. The institute is designed to help promote Cultural sensitivity and awareness of the value in cultural differences.

With addition to the content library from Info Source it means that GHS clients and First Nation communities will not only learn about the importance of the Mi'kmaq Nation but they will have access to everything from Microsoft Office Skills Training to Professional Skill Development Courses. The Skills Development Courses are free to our clients.

As a result of the Glooscap Heritage Centre's partnership with CNTA we are offering the Microsoft Office and Professional Skill Development Courses to our members. Please email [joyce@centralnovascotia.com](mailto:joyce@centralnovascotia.com) to have a user name set up. You may have as many usernames as you wish for family, friends and staff. Users will be set up on a weekly basis.

Visit the On-line Institute of Learning at  
<http://training.glooscapheritagecentre.com/>

### The Best of Colchester 2010

The Truro and District Chamber of Commerce is presenting awards in 25 different categories for businesses within Colchester. The Best of Colchester Awards Gala will recognize outstanding businesses in the region..

The competition will culminate on June 17<sup>th</sup> with awards being presented at 7:00 at the Best Western Glengarry in Truro.

Please visit  
[www.trurochamber.com](http://www.trurochamber.com)  
for more information

### The 6th Annual Wild Blueberry Harvest Festival

Nova Scotia's Wild Blueberry Harvest Festival is full of good old fashioned community fun with a wide variety of events this summer...not to mention a large array of wild blueberry treats!

Nova Scotia is the leading processor of wild blueberries in the world and is the second leading producer in Canada! The wild blueberry is our provincial berry and is the #1 agricultural export in Nova Scotia.

In just a few short years this festival has risen to signature event status in the province and has struck a chord with both residents and visitors alike. Over the years several communities throughout the region have celebrated this fact by holding a variety of festivals and events that have now joined forces to create the Wild Blueberry Harvest Festival.

From Amherst to Truro, Parrsboro to Tatamagouche, Wentworth Valley to the Stewiacke Valley, over 20 communities throughout Central Nova Scotia will celebrate the wild blueberry harvest from August 20 - September 4, 2010.

Events include live music, theatre, art exhibits, dances, farmers markets, teas, community suppers, pancake breakfasts, bake sales, quilt sales, pie eating contests, and more!

For more information, or to get involved, go to [www.wildblueberryfest.com](http://www.wildblueberryfest.com) or email [info@wildblueberryfest.com](mailto:info@wildblueberryfest.com).

[centralnovascotia.com](http://centralnovascotia.com)

# National Tourism Awareness Week

**Tourism Awareness Week** - a national celebration highlighting the impact of Canada's \$71.5 billion tourism industry. In Nova Scotia, Tourism Week is an opportunity to celebrate the importance of your tourism business to the provincial economy. In Nova Scotia, tourism is a \$1.8 billion industry and employs over 40,000 Nova Scotians. Tourism spending in Nova Scotia contributes more than \$230 million in provincial tax revenue. This revenue helps support essential services such as health care and education.

During Tourism Awareness Week, TIANS is sponsoring a radio campaign throughout Nova Scotia. (audio clips are attached below for you to hear!) We will also be distributing [media releases](#) and letters to MLA's and other government officials on the value and importance of tourism.

TIANS encourages you to hold an Open House at your business and help people understand the value of tourism to your town and to the province. For events in your region please click [here](#). [Let us know](#) about events in your area and we will add them to the TIANS website! Spread the word and get involved in Tourism Awareness Week!

## Three Shores Update

The Three Shore Destination Marketing Association (partnership between CNTA, Pictou County Tourism Association, and Antigonish and Eastern Shore Tourist Association) has recently contracted Vale and Associates to develop a transition plan for the proposed merger of the three existing regional tourism associations. The plan is anticipated to be completed by the end of June and will then be presented to each regional association board for approval. The three associations have set a goal to complete the amalgamation process by March 2011.

### Three Shores Marketing

Projects recently completed include:

Visitors Guides – Three totally new visitors guides for the Fundy, Northumberland and Eastern Shores – including online versions!

Saltscapes Expo – Three Shores occupied 17 booths at this year's Expo in Halifax promoting our Fundy, Northumberland, and Eastern shores.

Saltscapes Travel Guide – 2 and a half pages of ads and three page editorial promoting the unique product of Fundy, Northumberland, and Eastern shore.

Dining Out Guide – With a full page ad and editorial the region's unique wild blueberry and maple culinary product was promoted in partnership with the Wild Blueberry Producers Association and the Maple Producers Association of Nova Scotia.

New Logo Concept – The Three Shores has recently approved its new logo concept soon to be integrated in upcoming marketing initiatives including new website!

### Coming soon...

Three Shores is excited to offer industry stakeholders several incredible co-op marketing opportunities this summer including:

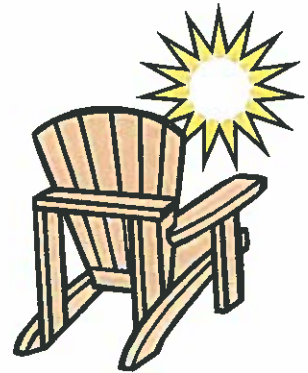
- An extensive Maritime Radio Campaign reaching Halifax, Moncton and PEI
- High frequency, high awareness province-wide Eastlink Teleguide campaign
- A Festival and Even Summer Television Campaign (CTV/A Channel)

Online enhanced listing and packaging opportunities (Exciting NEW website currently under construction)

Co-op marketing helps you promote your business/organization more affordably and helps those who participate to collectively promote their shore regions.

**Stay tuned for details coming soon in the next Three Shores Newsletter.**

For more information contact on the Three Shores Destination Marketing Association contact Devin: [devin@threeshoresnovascotia.com](mailto:devin@threeshoresnovascotia.com) or call 1-800-895-1177 or 902-893-8782.



### **Maria Wong Life, Health Travel, Group Insurance and Investments**

Planning and Analysis Services, Insurance Analysis Services, Group Insurance for Business and Self-employed Annuity and Investment Services

For more information please go to their website at [www.mariawong.vpweb.com](http://www.mariawong.vpweb.com)

If you feel their qualifications will compliment your association, they would like to work with you in providing their services.

Please contact the CNTA office if you would like to receive an information sheet on what is available.

# Nova Scotia .com Shaped by the Sea

Nova Scotia is offering another opportunity to deliver your customized packages to our important regional market. The Newspaper Advertising Program is a unique marketing vehicle with a focus on packaged product.

The **Regional Fall Insert** has a circulation of approximately 295,000 copies that will be delivered through the Chronicle Herald, Cape Breton Post, Saint John Telegraph Journal, Moncton Times Transcript, Fredericton Gleaner, Charlottetown Guardian and the Atlantic edition of the Globe and Mail. As well, this insert will be available at all Visitor Information Centres. Newspaper drop date: August 28.

We will continue to lure customers to the actual product that they can experience... and BUY! Participation in the program is open to any operator in good standing whose package provides a vacation value experience for the customer. Your package should include at least one overnight accommodation (fixed roof or campground) **plus** at least one other component – meal, day adventure, golf fees, scenic tour, attraction entrance, spa, retail certificate, etc. The more attractive you can make your offer to potential customers, the better! Please refer to detailed package criteria at:

<http://www.gov.ns.ca/tch/pubs/Packaging-Handout.pdf>

## 2010 Fall Newspaper Insert Booking Information

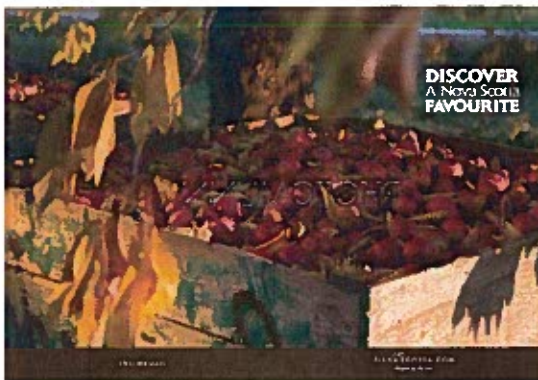
Package prices and materials deadline: July 12, 2010

Regional Fall Insert: \$200.00 per package (plus HST)

Additional copies of all inserts and calendars will be available at Provincial Visitor Information Centres. Your packages will also be available on [www.novascotia.com](http://www.novascotia.com).

We welcome your participation in the 2010 Regional Fall Insert campaign.

(Please note: Participation in this program is via a template format – self-produced ads are not required/permitted for this program. Advertising content and claims are subject to review and approval by Nova Scotia Tourism, Culture & Heritage. No liability is assumed by the Province of Nova Scotia for any claims made.)



\* Sample template. Subject to change.

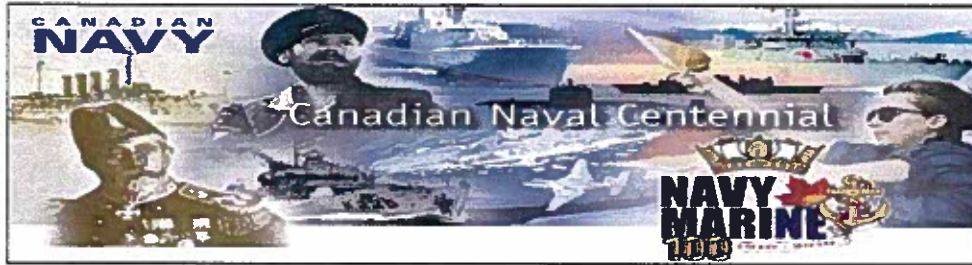
# *“Bring the Navy to Canadians”*

## **2010 Halifax International Fleet Review**

Halifax will be the gateway to the world as Canada's Navy hosts an International Fleet Review as part of its Centennial celebrations. As warships from various nations arrive, they will have on board more than 5,000 sailors who've come to enjoy our maritime hospitality.

Many of the ships will be open for visitors, so members of the general public can experience what it is like to be onboard a navy ship and get a chance to rub elbows with some Canadian or foreign sailors.

Mark your calendars from June 26 to July 2 For more info: [www.HalifaxIFR.ca](http://www.HalifaxIFR.ca)



## *Halifax Pow Pow - Grand Chief Membertou 400*

**Friday June 25 – June 27<sup>th</sup>  
Halifax Common, Halifax NS**

*This is the first international pow-wow in Mi'kmaki, it will take place on the Halifax Common in Halifax*

*Mi'kmaq Cultural village featuring cultural demonstrations, basket weaving, storytelling, drum making, artisans, crafters, and food vendors will be on hand for a wide section of aboriginal food, arts and crafts.*

### **Grand Entry Times:**

*Friday June 25, 7:00 pm*

*Saturday, June 26<sup>th</sup> – 1:00 pm and 7:00 pm*

*Sunday, June 27<sup>th</sup> – 1:00 pm*

*Flag raising times: Saturday, June 26<sup>th</sup> and Sunday, June 27<sup>th</sup>, 10:10 am*

### **Daily Registration:**

*Friday June 25<sup>th</sup>, 2:00 pm – 7:00 pm*

*Saturday, June 26<sup>th</sup> and Sunday June 27<sup>th</sup>, 10:00am- 12:30 pm*

**For more information contact:**

[info@membertou400.com](mailto:info@membertou400.com)

