



Bay of Fundy Declared New7Wonders Finalist!

For Immediate Release:

Parrsboro, N.S. July 21, 2009 – The eyes of the world are upon Canada’s Bay of Fundy now that it has been selected as a top 28 finalist in a global campaign to declare the new seven wonders of nature. Bay of Fundy is the only Canadian site and one of three on the continent to proceed to the final phase in the New7Wonders of Nature contest. The 28 finalists were announced at New7Wonders Foundation headquarters in Zurich, Switzerland, on July 21, 2009.

A New7Wonders international panel of experts identified the top 28 natural wonders from the campaign’s recent Top 77 natural sites (identified by popular vote on July 7, 2009). The Top 77 sites were evaluated by the panel against such criteria as: unique nature features, diversity of landscapes, rock formations, national parks, preserved areas, seascapes, ecological significance, and geo-location.

The 28 finalists are now competing by popular vote to become one of the New7Wonders of Nature. Public voting opened immediately following the announcement.

“We are thrilled that the Bay of Fundy continues to be recognized as a top nature tourism destination in this extensive global campaign,” stated the Hon. Stuart Jamieson, Minister Tourism and Parks, New Brunswick. “It is well-deserved international validation to be selected to compete for a final spot in the last phase of the New7Wonders of Nature contest. This is truly an honor for us all.”

Voting in the New7Wonders of Nature campaign continues throughout 2010 and into 2011. During this time, the New7Wonders World Tour will visit each of the 28 Finalists to allow each to present itself to the voters across the globe. The final declaration of the New7Wonders of Nature will be in 2011.

“The Bay of Fundy is a phenomenal natural wonder comprised of the planet’s highest tides, world-renowned geology and many other extraordinary features. National voting support will help position Fundy as a globally-recognized wonder of nature,” said Percy Paris, Minister of Tourism, Culture & Heritage, Nova Scotia.

The Bay of Fundy, right in the heart of the Maritimes provinces, 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.

Voters can go to **votemyfundy.com** to place their vote in this final and important stage of the contest. "The Bay of Fundy regions of Nova Scotia and New Brunswick have received a great deal of recognition since this campaign started in 2008 when over 450 natural attractions were in the running. Since the start, the public has shown remarkable enthusiasm for Bay of Fundy. The New7Wonders Foundation is expecting over 1 billion votes before the campaign ends so we need everyone's continued support to help Bay of Fundy make history," said Terri McCulloch, Manager, Bay of Fundy Tourism.

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. UNESCO recently recognize the upper Bay of Fundy is a Biosphere Reserve and Joggins Fossil Cliffs as a World Heritage Site.

Bay of Fundy Tourism is the Bay of Fundy's official nominating committee in the New7Wonders of Nature campaign. The mission of the Bay of Fundy Tourism 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; Regional Development & Tourism Associations; municipalities; and, tourism businesses.

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Information about the Bay of Fundy:
www.votemyfundy.com

Information about New7Wonders of Nature Campaign
www.new7wonders.com/nature/en/index