



MEDIA ADVISORY
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BLUE MOUNTAIN-BIRCH COVE LAKES WILDERNESS AREA AND SURROUNDING DEVELOPMENT

Halifax, N.S. (Dec. 15th, 2009) – The Tourism Industry Association of Nova Scotia (TIANS) urges the public to take a moment to write a letter, or send an email, to the Mayor of Halifax Regional Municipality about the Blue Mountain - Birch Cove Lakes. In your correspondence, please consider encouraging the city to get moving on its plan to create a regional park in the Blue Mountain - Birch Cove Lakes area. Further information is provided on the Canadian Parks and Wilderness Society on line at: <http://cpawsns.org/campaigns/protect-our-land/bmbcl/index.php>

The Blue Mountain-Birch Cove Lakes designated Wilderness Area provides a back-county experience in an urban setting within a half-hour drive from the city core. It has the potential for high quality wilderness recreation opportunities, and creating authentic Canadian wilderness experiences for visitors that are being lost in other destinations. “The protection of our natural resources is crucial for tourism to continue as a long-term sustainable industry” says Danny Morton, Chairman of TIANS.

With the immediate threat of development adjacent to the this protected area, TIANS urges HRM to move quickly in developing access and to consider alternative methods of acquisition, as suggested in the HRM 2006 Regional Municipal Planning Strategy.

The tourism industry in Nova Scotia generates \$1.3 billion in revenues, provides nearly 40,000 jobs, and contributes \$123.3 million in federal, provincial and municipal taxes. Given the significance of tourism to Nova Scotia’s economy and its strong link to the health and beauty of our natural environment, the Association believes it is critical to safeguard our irreplaceable natural assets now and for future enjoyment. TIANS mandate is to lead, support, represent and enhance Nova Scotia’s tourism industry.

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