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EMBARGOED For April 11 Release

Bay of Fundy Finalist in Global Race to be one of the New7Wonders of Nature

Seven month critical countdown to raise awareness and votes starts April 11

Montreal, April 11, 2011— Seven months from today on November 11, 2011, worldwide voting will decide whether Atlantic Canada's celebrated Bay of Fundy is chosen as one of the New7Wonders of Nature, a global competition that highlights and celebrates the beauty of the planet.

With the highest tides in the world, 100 billion tonnes of water flow in and out of the Bay of Fundy each day; more than enough water to fill the Grand Canyon (which coincidentally, is the only other North American entry to share the honor of being a finalist). As one of only 28 finalists world-wide, the Bay of Fundy is the only natural wonder in Canada to remain in the race from an original roster of 440 entries from 220 countries.

This June, Bay of Fundy Tourism, Nova Scotia Economic and Rural Development and Tourism, New Brunswick Tourism and Parks, and the Atlantic Canada Opportunities Agency will launch a major national campaign to encourage Canadians to raise their voices, log on and vote.

Vote by texting the word FUNDY to 77077. Each text vote costs \$0.25 and counts as one vote for the Bay of Fundy. People can vote as many times as they like. Voting can also be accomplished online at www.Votemyfundy.com and www.new7wonders.com.

The Bay of Fundy has always been a favourite vacation site for tens of thousands of Quebecers who long ago discovered the area's dramatic coastline, enchanting marine life, and intriguing fossil history.

The New7Wonders of Nature campaign is an initiative of the Swiss-based New7Wonders Foundation. It was founded in 2001 by the Canadian-born Bernard Weber, a filmmaker and adventurer who splits his time between Zurich and Montreal.

More than one billion public votes worldwide are predicted before the final seven are declared on November 11, 2011.

Bay of Fundy Campaign Video:

<http://youtube.com/fundybay>

A non subtitled video clip will be made available for Monday's broadcast.

FOR BROADCAST USE

In seven months, a global on-line vote will determine if New Brunswick and Nova Scotia's Bay of Fundy will be officially named one of the New7Wonders of Nature. The Bay of Fundy is Canada's only finalist in the competition and, with the Grand Canyon, one of only two North American entries among 28 world-wide which include Kilimanjaro, the Amazon and the Great Barrier Reef. A national campaign has been launched to encourage Canadians to cast their votes online or via texting in their choice of seven. More than one billion public votes worldwide are predicted before the final seven are declared on November 11, 2011. To vote for the Bay of Fundy, go to **votemyfundy.com** or text FUNDY or BAIE to 77077. A .25 cent charge applies.

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About the Bay of Fundy

The Bay of Fundy 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. 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. The Bay of Fundy is home to two UNESCO Biosphere Reserves (Bay of Fundy & Southwest Nova) as well as the Joggins Fossil Cliffs UNESCO World Heritage Site and the Stonehammer Geopark.

About Bay of Fundy Tourism

Bay of Fundy Tourism is the official nominating committee of the Bay of Fundy in the New7Wonders of Nature campaign. The organization's mandate 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; the Atlantic Canada Opportunities Agency (ACOA), and Regional Development & Tourism Associations.



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