

SAVOR, UNWIND, AND EXPLORE: FIVE NEW REASONS TO VISIT NEW BRUNSWICK, CANADA THIS SUMMER



The Bay of Fundy

Photo Credit: Tourism New Brunswick / Nick Hawkins

FREDERICTON, NEW BRUNSWICK (March 22, 2023) - Known for its vast untouched wilderness and more than 3,000 miles of coastline, New Brunswick, Canada is filled with adventures around every corner. Located just over the Maine border, the Atlantic Canada province offers a convenient destination for travelers looking to get off the beaten path.

This summer, visitors have the chance to slow down and explore Canada's only official bilingual province (English and French), learn about New Brunswick's distinct Indigenous culture, and marvel at natural wonders with a variety of new experiences throughout the province.

Taste of Atlantic Canada Festival

From August 18-20, 2023, visitors can celebrate Atlantic Canada's Indigenous culinary roots at the Taste of Atlantic Canada Festival in Fredericton, New Brunswick. Following a pilot event in 2022, this year's festival will feature Indigenous chefs from the entire region offering dining experiences that highlight food from their communities. The celebration will also highlight Indigenous artists with music, workshops, artisans, storytellers, tour operators, and more. For more information, please visit <https://www.facebook.com/atasteoftheatlantic/>.

Lumina Night Walk

New Brunswick has a strong Acadian history dating back to the 17th and 18th centuries of French settlers in the region. Visitors can immerse themselves in the Acadian culture of the province at the new Lumina Night Walk. Hosted in the small Acadian village of Bouctouche, Le Pays de la Sagouine is Atlantic Canada's first Lumina Night Walk and it brings visitors along an illuminated three-mile wooded footpath after nightfall. The immersive experience engages the public through a narrative that combines light, projections, special effects, sound, and original music. The night walk was developed by Acadian artists and artisans, in collaboration with Le Pays de la Sagouine and Montreal-based company Moment Factory. For more information, please visit <https://sagouine.com/fr/lumina>.

Walk “The Plank” at the Reversing Falls

For a different way to experience the Bay of Fundy, home of the world’s highest tides, visitors can walk 110 feet in the air on an observation deck that overlooks the Reversing Falls Rapids in Saint John. Here, the Bay of Fundy collides with the Saint John River for a one-of-a-kind view of one of two reversing falls in the entire world. The Plank also features a rooftop theater where visitors can learn about the phenomenon of the tides, the geology and history of the area, and more. Learn more at <https://theplank.ca/>.

Glamping at Old Church Cottages

Guests of Old Church Cottages in Flatlands are invited to breathe in the fresh air, sleep under the stars, and enjoy New Brunswick at a slower pace. High-end, all-season domes allow visitors to disconnect and soak in the natural beauty of the province while exploring the nearby mountains and rivers on hikes, kayak excursions, fishing, and more. For further information and to book, visit www.oldchurchcottages.com.

Homarus Eco-Centre

The Homarus Eco-Centre in Shediac offers the opportunity to dive into the complex world of lobster with hands-on learning of the region’s Northumberland Strait marine ecosystem. Visitors start with a guided tour that engages the senses while learning about the ecosystem. The tour also explores the life cycle of a lobster and provides an inside look at the on-site mini hatchery. A lobster-shaped touch tank allows visitors to get up close to local species of lobster, oysters, a variety of clams, scallops, and sea stars. Visit <http://www.homaruscentre.ca/> to learn more.

About Atlantic Canada Agreement on Tourism (ACAT):

This press release has been made possible through funding provided by the Atlantic Canada Agreement on Tourism (ACAT). ACAT is a nine-member pan-Atlantic initiative comprising the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.

For more information on the four provinces, visit these websites or follow on social media:

New Brunswick

Web: www.tourismnewbrunswick.ca

Instagram: [@DestinationNB](https://www.instagram.com/DestinationNB)

Twitter: [@SeeNewBrunswick](https://twitter.com/SeeNewBrunswick)

Facebook: [@DestinationNB](https://www.facebook.com/DestinationNB)

Newfoundland and Labrador

Web: www.newfoundlandlabrador.com

Instagram: [@newfoundlandlabrador](https://www.instagram.com/newfoundlandlabrador)

Twitter: [@NLtweets](https://twitter.com/NLtweets)

Facebook: [@NewfoundlandLabradorTourism](https://www.facebook.com/NewfoundlandLabradorTourism)

Nova Scotia

Web: www.novascotia.com

Instagram: [@VisitNovaScotia](https://www.instagram.com/VisitNovaScotia)

Twitter: [@VisitNovaScotia](https://twitter.com/VisitNovaScotia)

Facebook: [@NovaScotia](https://www.facebook.com/NovaScotia)

Prince Edward Island

Web: www.tourismpei.com

Instagram: [@tourismpei](https://www.instagram.com/tourismpei)

Twitter: [@tourismpei](https://twitter.com/tourismpei)

Facebook: [@tourismpei](https://www.facebook.com/tourismpei)

MEDIA CONTACT:

Alice Phillips/Bridget Fairless

Redpoint

212.229.0119

Phillips@redpointmarketingpr.com

Fairless@redpointmarketingpr.com