



Waterfront Development

May 1, 2015

WATERFRONT DEVELOPMENT--Locally Inspired Businesses Build Nova Scotia Experience

From local business to ocean innovation, the waterfronts are places where Nova Scotians can bring big ideas to life.

"The waterfront is our premier stage for recreation, entertainment and culture, and entrepreneurs are continually developing new experiences for visitors," said Colin MacLean, president and CEO, Waterfront Development Corporation. "Our job is to bring it all together to provide the best mix of private-sector business, infrastructure and community partners."

Such a business is Dave's Lobster. Originally from Prince Edward Island and new to the Halifax waterfront this year, they will bring fresh lobster rolls and tacos to the water's edge.

"Local is key for us and we're looking forward to making our mark with Nova Scotia products and flavours," said Dave Hyndman, president and owner, noting they received Trip Advisor's top restaurant in Charlottetown last year.

Another new business is Stillwell Beer Garden, featuring Nova Scotia craft beer at Summit Amphitheatre. It will join other seasonal businesses such as Beavertails, The Battered Fish, Smoke's Poutinerie, Amos Pewter, Tourism Cape Breton, Waterfront Pizza and Wraps, Rosie's Face Painting and Black Bear Ice Cream, as well as the year-round offerings.

Lost Cod Clothing Co., is a clothing company dedicated to bringing authentic Nova Scotia stories to life.

Theodore Tugboat, Harbour Hopper Tours, Ambassatours Hop On Hop Off and a fleet of harbour tour options dock along the waterfront and educate while they entertain.

Also new this year, the Canadian Sea Turtle Centre will feature Nova Scotia's marine wildlife and the local efforts to conserve sea turtles, particularly the leatherback turtle.

"We are thrilled to launch the Canadian Sea Turtle Centre on the Halifax waterfront this season, an environmental education centre which will inspire an

interest in marine conservation through interactive exhibits and programs for visitors of all ages," said Kathleen Martin, executive director of the Canadian Sea Turtle Network, a Halifax-based environmental charity involving fishermen, scientists, and coastal community members.

Sands at Salter, near Bishop's Landing, returns as an activity hub with I Heart Bikes, Segway Nova Scotia, Kayak Halifax, and Feel the Burn Beach Volleyball. Nearby, golf fans can enjoy H2O Golf.

I Love Local Halifax's Open City May 9, is the unofficial season opener with lots happening on both sides of the harbour.

Alongside the interesting mix of local business activity, this season's event lineup includes some of the region's best such as the TD Halifax Jazz Fest, Halifax International Busker Festival, and for the first time Halifax Ribfest June 26 to 28.

Waterfront Development is a provincial Crown corporation developing the strategic potential of waterfronts in Bedford, Dartmouth, Halifax and Lunenburg. For more information visit www.my-waterfront.ca.

FOR BROADCAST USE:

The waterfronts are places where Nova Scotians can bring big ideas to life. A new season on the Halifax waterfront features local inspired businesses.

New additions are Dave's Lobster, Canadian Sea Turtle Centre, and Stillwell Beer Garden. They join the annual lineup at Queen's Landing Market, land and sea tours, and the activity hub at Sands at Salter. Seasonal businesses start to open up in May.

Colin Maclean, president and c-e-o of Waterfront Development, says the waterfront is the premier stage for recreation, entertainment, and culture and entrepreneurs are continually developing new experiences for visitor engagement.

The waterfront is also home to some of the region's top events from TD Halifax Jazzfest to first time Halifax Ribfest.

-30-

Media Contact: Kelly Rose
902-422-5115, ext. 111
Cell: 902-222-6297
Email: kelly@wdcl.ca