

August 18, 2011

WATERFRONT DEVELOPMENT CORP.--Sands at Salter Officially
Opens with Incredible Picnic

Nova Scotians and visitors have a new public outdoor space to enjoy on the Halifax waterfront. Sands at Salter officially opens Sunday, Aug. 21, with an Incredible Picnic.

This is the first time for the waterfront picnic, hosted by Waterfront Development Corporation. Communities host the picnics across the province during August and September.

"I want to congratulate Waterfront Development Corporation on the opening of this great venue as well as welcome friends and family to celebrate local food through this Select Nova Scotia picnic," said Agriculture Minister John MacDonell. "When Nova Scotians purchase local foods, they contribute to a sustainable agriculture industry, which leads to economic growth, good jobs and strong communities."

Sands at Salter is a one-acre site next to Bishop's Landing. Recently converted into a temporary green space and urban beach with sand, new seating and boardwalk connections, it is part of the waterfront open space plan.

"Sands at Salter is an example of taking downtown core space and trying something different for public benefit," said Colin MacLean, president and CEO, Waterfront Development Corp. "The Incredible Picnic is a perfect fit for the site. It's about Nova Scotians getting together with family and friends to eat fresh, local food and enjoy a new destination."

Mr. MacLean noted the goal is to develop the site but the interim use provides an opportunity to try things such as community picnics and gauge what the public likes.

The waterfront picnic has 20 vendors confirmed with items ranging from lobster rolls and ice cream to fresh fruits, vegetables and Annapolis Valley wines.

"As a long-time supporter of Nova Scotia's producers, I can't say enough good things about the quality and taste of

our local food," said Chef Dennis Johnston, of FID Resto. "The Incredible Picnic is going to be a fantastic afternoon with top chefs in the city preparing great local picnic fare."

Live music will come from Nova Scotia artists Matt Reid, Mo Kenney, Laura Peek and Whiskey Kisses. There will be a farm animal petting zoo, face painting and children's agricultural activities. People are encouraged to bring a picnic blanket. The rain-or-shine event is free to attend with locally prepared food and beverages available for purchase.

Later this month, Sands at Salter will be home to the 2011 Swatch Fédération Internationale de Volleyball (FIVB) Junior World Championships. The five-day tournament will draw more than 400 delegates and athletes from more than 25 countries to Halifax.

Four-hundred of the more than 2,000 tonnes of sand used for the courts will remain, thanks to a donation by FIVB host Sports and Entertainment Atlantic.

Waterfront Development Corporation Ltd. is a provincial Crown corporation developing the strategic potential of the Bedford, Dartmouth, Halifax and Lunenburg waterfronts. Revenues are reinvested in the waterfronts to drive economic opportunity, enhance tourism and reflect and protect marine heritage. For more information, visit www.my-waterfront.ca .

Select Nova Scotia was developed by the province to create partnerships with food producers, processors, retailers, food service and consumers and to promote the sale and consumption of Nova Scotia grown and produced food. For more information on the Incredible Picnics visit www.selectnovascotia.ca .

FOR BROADCAST USE:

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