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TIANS Applauds Ship Harbour Long Lake Wilderness Area Designation

Halifax, N.S. (September 24, 2009) – The Tourism Industry Association of Nova Scotia (TIANS) applauds the September 15th announcement by the Nova Scotia Department of Environment for the designation Ship Harbour Long Lake Wilderness Area under the Wilderness Areas Protection Act.

“The announcement is a great example of leadership by this government to wards their commitment to completing the protected areas network. Tourism’s greatest assets are our natural product and the protection of our landscape and habitat is crucial to ensuring Nova Scotia remains a pristine and envied tourism destination”, says Danny Morton, Chair of TIANS.

TIANS is encouraged to see the province setting aside more protected wilderness areas as part of their commitment to protect 12 percent of Nova Scotia’s land base by 2015. A public event will be held later this year to celebrate this new wilderness area, and recognize the contributions of all those who played a part in leaving this legacy for Nova Scotia.

TIANS mandate is to lead, support, represent and enhance Nova Scotia’s tourism industry. TIANS is the provincial advocate for the Nova Scotia tourism industry and strives to enhance the industry's competitiveness and prosperity through increased professionalism and product development. In accomplishing this goal, TIANS works closely with many partners, regional and sector associations and all levels of government.

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