



GOVERNMENT OF CANADA ANNOUNCES FUNDING FOR NOVA SCOTIA WINERY MARKETING STRATEGY

WOLFVILLE – NOVEMBER 13, 2010 – Nova Scotia’s wineries are maximizing their potential to stimulate employment, tourism and economic development, thanks to a marketing project supported by the Government of Canada.

“Our government is investing \$220,000 to assist the Winery Association of Nova Scotia in promoting our region’s wines,” said Senator Kelvin Ogilvie on behalf of the Honourable Keith Ashfield, Minister of National Revenue, Minister of the Atlantic Canada Opportunities Agency and Minister for the Atlantic Gateway. “Our investment will help Nova Scotia’s wine industry review and renew an industry-wide marketing strategy designed to grow the sector’s client base both domestically and for the export marketplace.”

Through a redeveloped branding strategy, the Winery Association of Nova Scotia will boost awareness and accessibility of local products throughout Nova Scotia and internationally.

“The wine industry has been identified as a key attraction for tourism in Nova Scotia,” said Janice Ruddock, Managing Director of the Winery Association of Nova Scotia. “This project will allow us to increase awareness of the quality of our wines, target new markets and attract new visitors to our region.”

The Government of Canada investment is being made through ACOA’s Innovative Communities Fund. Since February 2006 the Government of Canada, through ACOA has invested more than \$320 million in Nova Scotia.

FOR BROADCAST USE:

Senator Kelvin Ogilvie today announced \$220,000 in funding for the Winery Association of Nova Scotia’s marketing strategy for Nova Scotia wines. The project is aimed at boosting awareness and accessibility of local products throughout Nova Scotia and internationally. The Government of Canada investment is being made through ACOA’s Innovative Communities Fund.

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