

News Release

FOR IMMEDIATE RELEASE

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Landscape of Grand Pré Society publishes educational material about the dykelands.

The Landscape of Grand-Pré Society has launched its *Don't Break the Bank* educational campaign about the dykewalls and dykelands. The posters and brochures communicate the message that "The Landscape of Grand Pré is a valuable economic and cultural resource for all Nova Scotians. Please help us to preserve and protect this rich landscape for future generations."

The designation of the Landscape of Grand Pré as a World Heritage Site in 2012 has increased the popularity of the area. As a result, more people are using the dykewalls and dykeland roads for recreation and sightseeing. However, the dykelands are intensively farmed, and recreation and tourism can interfere with these agricultural activities.

Over the past year, the Landscape of Grand Pré Society, in co-operation with the Grand Pré Marsh Body, the Town of Wolfville and the Province of Nova Scotia, and through community consultation, has developed educational material about the dykewalls and dykelands. John Francis Bekkers, chairperson of the Grand Pre Marsh Body, comments: "The Grand Pre Marsh Body was happy to collaborate on this dykelands awareness project. As landowners we recognize the popularity of the area, but we would ask that you remember that the large machinery on the narrow privately-owned roads is both dangerous to you and to us as farmers. We are happy to have the public help us to preserve and protect our valuable dykelands and dykeland roads."

The *Don't Break the Bank* campaign communicates the following key messages:

- Bicycle and foot traffic has damaged the fragile surfaces of the dykewalls.
- Without the dykewalls and the aboiteau drainage system, the dykelands would not exist.
- The dykelands are an intensive agricultural area where large and potentially dangerous machines are used.
- The dykelands, dykeland roads and most dykewalls are privately owned.

The Landscape of Grand Pré Society hopes that the distribution of posters and brochures will create a stronger sense of stewardship within the community, which values the economic and cultural treasure close by. Mayor Cantwell of the Town of Wolfville notes: "The dykes are beautiful and provide our community with a sense of civic pride, but they're also vital farmlands. To retain the integrity of the dykes, we must protect them. It is a matter of respect."

The brochures and posters will be distributed locally and can be found on the website www.landscapeofgrandpre.ca.

For additional information, contact:

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