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TOURISM NOVA SCOTIA--Halifax Waterfront Visitor Information Partnering with Taste of Nova Scotia

Tourism Nova Scotia, Taste of Nova Scotia and Waterfront Development are partnering to deliver a fun and unique visitor experience on the Halifax waterfront this summer that will showcase the best of the province's food and drink.

"Through interactive culinary programming and demonstrations, visitors will be drawn into the information centre to get a taste of Nova Scotia's authentic culinary products and experiences," said Emily Haynes, executive director, Taste of Nova Scotia. "This gives them a chance to learn more about what they can do while on vacation in the province.

"We're excited about this opportunity to promote Nova Scotia's food and drink culture to a captive audience, further elevating our reputation as a culinary destination."

"This pilot initiative combines traditional visitor servicing with an experience that will no doubt lead to increased sales for businesses across the province," said Michael Johnson, chief operating officer, Tourism Nova Scotia. "As Nova Scotia's tourism industry works to reach \$4 billion in annual tourism revenue by 2024, innovative partnerships like this will be key to encouraging visitors to spend more on our local products and experiences."

The provincial visitor information centre, located near the foot of Sackville Street, is undergoing renovations to refresh the space to complement this enhanced program.

Starting in June, visitors can enjoy culinary demonstrations and samples showcasing chefs, producers, farmers, winemakers, brewmasters, distillers, artisans and more.

"More than 2.5 million people visited the waterfront last year," said Jennifer Angel, acting chief executive officer, Waterfront Development. "This partnership aligns with our strategy to create high-quality, memorable experiences, providing people the chance to experience our incredible culinary offerings from around the province, in a way we haven't done before."

FOR BROADCAST USE:

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This boardwalk experience is expected to

influence visitors to make more food and drink-related purchases

when they're travelling around the province.

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