

FOR IMMEDIATE RELEASE

Hope for the Coast

Nature Trust's Ambitious Plans to Save Our Coast

(HALIFAX, NS – August 3, 2023) Today the Nova Scotia Nature Trust announced its most ambitious effort yet to protect Nova Scotia's ecologically rich, important, and imperilled coastline. ***Hope for the Coast*** is a major coastal conservation blitz to save 5,000 acres of Nova Scotia's last, best coastal gems. With impressive wins in hand and more on the way, the campaign looks set to deliver. The Nature Trust is hopeful that Nova Scotians will join together to help save these places before it's too late.

The Nature Trust has been protecting coastal lands for decades, saving iconic coastal gems like the 100 wild islands, the Mabou Highlands, and Lowland Cove. But according to the Nature Trust's Executive Director, Bonnie Sutherland, the fate of our coast has reached a breaking point.

"Intact, undeveloped coastlines are already rare, and those that remain face development and fragmentation at a scale we've never seen. The impacts of habitat destruction are undeniable, with bird populations plummeting, traumatic storm damage and flooding. The alarm has sounded. We need to do more, and more quickly to protect our coast."

Heeding that urgent call, the Nature Trust is stepping up in a big way.

"The Nature Trust's ***Hope for the Coast*** will save 5,000 acres of Nova Scotia's last, best coastal gems," Sutherland said.

The conservation drive is timely. The impacts of climate change and development pressures are very real in this province, and public concern about the coast and coastal access is at an all-time high. The recent floods as well as controversies surrounding the Coastal Protection Act and proposed developments at Owls Head, West Mabou, and Crescent Beach, are all evidence of the threats facing our coastlines today.

Yet time is running out. Only 5% of Nova Scotia's coast is protected currently. Nearly 90% of coastal lands and islands are privately owned and face unprecedented and growing threats.

According to Sutherland, with escalating competition and prices for coastal land, we are quickly losing the chance to protect the best of our coast.

Despite big challenges, the Nature Trust is optimistic and with good reason.

First, they've already seen big campaign wins:

- Their recently acquired Little Harbour Conservation Lands expand the pristine coastal wilderness of Owls Head, preserving over 450 acres of coastal barrens, bogs, forests, globally rare plants, and an essential stopover site for migratory birds.

- Their latest success on the Bras d'Or builds on existing protected areas to preserve the entirety of Maskells Harbour, over seven kilometres of shoreline and 1,200 acres of old-growth forests, rare karst habitat, wetlands, beaches and one of Nova Scotia's most cherished sailing anchorages.

Second, they have already prioritized and lined up an impressive array of outstanding coastal lands for securement - 5,000 acres are ready to save.

The Nature Trust has already raised 80% of the nine million campaign funding required to protect these coastal areas, but public support is needed to complete the fundraising required.

Urgency is high - the next coastal opportunity is to save to protect Harbour and Prices Islands by the end of August. The islands are part of a spectacular coastal wilderness and paddler's paradise in Whitehead Harbour that include 370 acres of dramatic barrens and forests, home to breeding, migrating, and overwintering birds.

As part of the *Hope for the Coast* campaign, the Nature Trust still needs \$50,000 by the end of the month to save Harbour and Prices Islands.

As Nova Scotians enjoy memorable days on the coast, sailing, surfing, swimming, or watching the birds, the Nature Trust hopes they'll be inspired to bring ***Hope for the Coast***.

"Every donation to **Hope for the Coast** keeps treasured coastal lands and wildlife safe. Every gift also preserves opportunities to enjoy our coast and that east coast lifestyle we love" Sutherland said.

Donations to save Harbour and Prices Islands or any of the upcoming coastal properties can be made online at nsnt.ca or by contacting the Nature Trust at nature@nsnt.ca or (902) 425-5263.

Regular updates on ***Hope for the Coast*** are available on our website at nsnt.ca.

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Interviews are available upon request.

Backgrounder, photos, and videos may be found at nsnt.ca/media.

Further information and updates about the campaign can be found on the [Hope for the Coast webpage](http://nsnt.ca).

[Hope for the Coast](#)

The Nova Scotia Nature Trust's ***Hope for the Coast*** is an urgent and targeted effort to save 5000 acres of Nova Scotia's most ecologically significant coastal lands. Funds raised help to secure priority coastal lands through land donations, conservation agreements or purchases and ensure they are protected, forever. ***Hope for the Coast*** is part of the organization's ***Twice the Wild*** campaign, which aims to double the land protected by the Nature Trust by 2025.

[Twice the Wild](#)

Twice the Wild is an ambitious campaign to double the Nature Trust's protected areas - from 15,000 to 30,000 acres - by 2025. These achievements contribute directly to the federal government's commitment to protect 30 percent of Canada's lands by 2030 and answer the global call for urgent action to address the biodiversity and climate change crises.