Nature Trust launches campaign in coastal Cape Breton

Public support needed by November 28 to save more than a thousand acres of globally rare and little-known ecosystem

NOVEMBER 3, 2025 (Dartmouth, NS): Nova Scotians have a rare opportunity to protect, forever, over a thousand acres of coastal land on the beloved Bras d'Or Lakes in Unama'ki (Cape Breton). The Nova Scotia Nature Trust is once again leading the way, securing a deal to acquire another of Nova Scotia's irreplaceable ecological gems, including a globally rare and little-known ecosystem. With $400,000 needed in public support by the November 28 closing date, time is short to raise the required funds. But Nova Scotians can make it possible.

The land conservation project is the latest in the Nature Trust's *In Our Nature* campaign, aimed at accelerating the protection of Nova Scotia's most exceptional and ecologically important natural areas, before it's too late. Following their recent success in securing Cape LaHave Island, the Nature Trust is now working to protect 1,023 acres (414 hectares) at Plaister Cliffs, east of Baddeck. They urge Nova Scotians to step up to help keep this coastal jewel *In Our Nature,* forever.

The stunning property harbours extensive coastal habitats, wetlands, ponds, and forests, overlooking the Bras d'Or. It features large tracts of rare old growth forest, important habitat for endangered plants, birds and other wildlife, and over three kilometers of shoreline. Most exciting, it supports a unique ecosystem known as gypsum *karst*, which is globally rare, highly threatened and one of the least protected ecosystems in Canada.

Few people have seen Nova Scotia's karst landscapes close-up, both because they are scarce and because they are incredibly rugged, difficult and even hazardous to navigate. But for those who have, they describe them with words like *surreal*, *otherworldly* and *magical*.

As water flows across soft "plaister" (gypsum bedrock), it slowly dissolves the rock in its path. Over time, this relentless erosion leaves behind fascinating above- and underground terrains of brilliant white cliffs and outcrops, vast funnel-shaped sinkholes interspersed with narrow ridges (like a giant egg carton), deep fissures and hidden subterranean caves, caverns and streams, creating the fantastical and fragile *karst* landscape. Its unusual dimensionality and calcium-rich soil support a specialized and unique community of rare plants and animals, like Yellow Lady's-Slipper.

Most karst around the world is formed from limestone, with temperate gypsum karst landscapes rare across the globe. While Nova Scotia likely has the largest and best developed areas of gypsum karst in Canada, they are also among the *least protected*. Only about 5% of Nova Scotia's gypsum karst lands are protected. With over 90% privately owned and highly fragmented into small parcels, the opportunity to protect over 1000 acres of contiguous, intact karst ecosystems is too important to miss.

This Plaister Cliffs property is precisely the sort of opportunity that the Nature Trust's *In Our Nature* campaign was created to target.

The Nature Trust's Executive Director, Bonnie Sutherland, noted, "If Nova Scotians come together to help save Plaister Cliffs, we can safeguard one of Nova Scotia's rarest ecosystems,

protect important biodiversity, support endangered species recovery, and ensure that more than a thousand acres of our province's iconic and beloved coastline is protected, *forever."*

Now is the time to act. Not only is there an exceptional coastal conservation site on the table – but there is also a time-limited funding catalyst to make it possible. Right now, the Nature Trust can leverage every dollar donated to unlock **four additional dollars** to keep Plaister Cliffs and other irreplaceable wild places *In Our Nature,* forever.

Every donation to help save Plaister Cliffs by November 28 will unlock four times more. A gift of $100 unlocks $400 more for a total of $500. A $1,000 gift becomes $5,000.

"It's in our nature as Nova Scotians to care deeply about the land, and it's in our nature to step up for what we love. Nature needs us now more than ever," noted Sutherland. "Supporting this campaign gives Nova Scotians an amazing way to take immediate, tangible and lasting action to protect the wild spaces they love across Nova Scotia, *forever.*"

Charitable gifts that unlock the 4X leverage can be made on the Nature Trust's website www.nsnt.ca or by calling (902) 425-5263.

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IMAGES, VIDEO, MAP & BACKGROUNDER
https://nsnt.ca/media
Interviews available upon request.

CONTACT
Anna Weinstein, Marketing and Communications Manager
Nova Scotia Nature Trust
anna@nsnt.ca
(902) 499-2825