For immediate release

Major new campaign aims to keep the wild *In Our Nature*

Nature Trust announces 4X matching funds to protect Nova Scotia's most unique, ecologically important, and at-risk natural areas

June 11, 2025 – *Halifax, NS.* The Nova Scotia Nature Trust has launched a bold new campaign to accelerate urgent conservation action in the face of rapidly growing threats to nature. *In Our Nature* will drive a focused, fast-paced surge to protect Nova Scotia's spectacular natural legacy by saving the places where those most unique, ecologically important, and at-risk parts of nature are still thriving – before it's too late. With a powerful – but time-limited – 4-to-1 matching opportunity, the Nature Trust urges Nova Scotians to seize this chance to dramatically amplify the impact they can have on saving the nature they love.

Nova Scotia is renowned for its stunning wild landscapes, wildlife and opportunities to connect to nature, but nature is at risk. Threats are accelerating. Climate change is disrupting ecosystems, habitats, and natural processes. Wildlife is in crisis, threatened by habitat loss and rapidly changing environmental conditions. The wild places we love to visit are being lost.

In response, the Nature Trust is once again leading the way. Despite having just achieved their ambitious goal to double the space they protect for nature in just 4 years, they are not slowing down.

*"*Saving *Twice the Wild* was a major win for nature, and for Nova Scotians. 30,000 acres protected, forever," said Nature Trust Executive Director, Bonnie Sutherland. "But we simply can't stop there. As Nova Scotians it's in our nature to care deeply about the land, and to step up to protect what we love."

In Our Nature is the Nature Trust's next bold step. With an initial target of $4 million, they can unlock up to $20 million to secure high-priority land with exceptional significance for nature – and for Nova Scotia.

Because right now, campaign gifts can be matched four to one. For every dollar donated, the Nature Trust can unlock four more, to save more land, more quickly. A $100 gift unlocks $400 more in matching funds, for a total of $500 to save land; a gift of $1000 becomes $5000.

This time-limited matching opportunity means that everyone who loves Nova Scotia's nature can amplify their lasting impact to protect its future.

"In Our Nature is more than a campaign — it's an urgent call to action," Sutherland said. "We know what's at stake, and we know what's possible when communities and businesses come together for nature."

Nature's Way Canada has already answered the call, with a $94,000 campaign gift. With the 4X matching funds, their donation unlocks a total of $470,000 to seize urgent opportunities to secure high-priority natural areas.

"As a local business, it's really important to us to give back to our local communities – I could even say that it's 'in our nature' to do so," said Dan Hughes, Vice President and General Manager of Nature's Way Canada. "For several years we've contributed 1% of our annual sales to local land conservation partners throughout Canada, including the Nova Scotia Nature Trust. We're delighted that our contribution can be leveraged to have quadruple the impact on saving nature."

The sooner funds are raised, while they can still be matched, the more land saved. That means more habitat for species at risk, to support biodiversity, and to advance nature-based solutions to climate change. It also means more of the wild places Nova Scotians love, from wild coastal islands to towering ancient forests, will be protected forever.

"This is a time-limited opportunity to quadruple the impact of every gift, large or small, to save nature," noted Sutherland. "We're confident Nova Scotians will respond. Because it's in our nature to cherish the wild, to care about the legacy we leave behind, and to rise when the moment calls."

To make a tax-receipted charitable gift and unlock the 4X matching funds, visit www.nsnt.ca or call (902) 425-LAND.

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