



For release as of 11 am, June 12 2024

Nature Trust Saves *Twice the Wild*: Huge Win for Nature in Nova Scotia

JUNE 12, 2024 (HALIFAX, NS) – This morning the Nova Scotia Nature Trust announced a major win for Nova Scotia’s wild spaces. The Trust has achieved the inspiring target set in 2020 to double its protected lands across the province by 2025. The campaign, called *Twice the Wild*, has crossed the finish line with the announcement that the Nature Trust’s network of protected lands has now reached more than 30,000 acres, a major milestone in nature conservation and an exciting win for all Nova Scotians.

Twice the Wild was launched in September 2020, the Nature Trust’s bold response to the urgent global call to action in the face of alarming biodiversity loss, and the growing climate crisis. Saving land is one of the most important, most tangible ways to save biodiversity, and provides nature-based solutions to climate change and its devastating impacts from wildfires, floods and coastal erosion.

The Nature Trust committed to protecting another 15,000 acres of Nova Scotia’s most important natural areas, as much land as it saved in its first quarter century, in just a few years.

Through *Twice the Wild*, the Nature Trust has saved more than 80 new conservation lands across the province, from remote islands in Southwest Nova Scotia harbouring colonies of rare sea birds, the iconic mountain wilderness of the Mabou Highlands and majestic, ecologically-rich St. Mary’s River, to beloved urban wildlands like the Blue Mountain Wilderness Connector and Purcells Cove Backlands.

These new conservation lands protect unique landscapes and ecosystems, safeguard critical homes for wildlife including rare and endangered species, and preserve essential corridors between protected areas. They are protected for nature, but for people too, providing wonderful areas to hike and paddle, fish and explore nature, and much needed public access to Nova Scotia’s treasured coast. They also sustain the essential services nature provides, from sequestering carbon and preventing floods, to filtering pollution from the air and water.

Bonnie Sutherland, the Nature Trust’s Executive Director, credited the campaign’s success to an historic public investment in nature conservation, incredible community support, and unprecedented collaboration.

The Government of Canada has committed to protect 30% of Canada’s land and inland waters by 2030 and has made historic investments in the complementary conservation efforts of land trusts like the Nature Trust through funding programs including the Canada Nature Fund and the Nature Smart Climate Solutions Fund. The Province of Nova Scotia committed to do its part by protecting 20% of Nova Scotia’s land by 2030. They too recognized the critical role of the Nature Trust and other partners, through significant investment in the Nova Scotia Crown Share Land Legacy Trust.



“We applaud the historic federal and provincial commitments to and investments in nature conservation that made the Nature Trust’s ambitious goal to double protected space for nature in Nova Scotia possible,” Sutherland noted.

The Sobey family, through the David and Faye Sobey Foundation and Paul and Marsha Sobey, also played an essential role in the campaign’s success.

“The Sobey’s’ incredible million dollar *Twice the Wild* campaign leadership gift was game-changing,” said Sutherland. “Their gift created excitement and momentum, catalyzing a wave of generosity and inspiration to protect Nova Scotia’s natural legacy.”

The campaign ultimately raised over \$5 million dollars in community support from across Nova Scotia and beyond. These community donations leveraged over \$23 million dollars in government and other matching funds to save *Twice the Wild*.

The Nature Trust also acknowledged the important role of growing collaboration and partnership between all levels of government, land trusts, Mi’kmaw and other conservation partners, all working together in unprecedented ways to maximize collective impact on nature conservation.

“Just as nature itself doesn’t belong to any of us,” says Sutherland, “neither does the success of this campaign. *Twice the Wild* was a shared vision, realized through the generosity of many, many people and organizations. We are honoured to be able to safeguard that legacy.”

The 30,000 acres now entrusted to the Nature Trust will be well cared for by the Nature Trust team and their rapidly growing network of passionate volunteer “Property Guardians.” Through regular monitoring and environmental stewardship, the Nature Trust will ensure that the natural values of these lands will be protected, in perpetuity.

With *Twice the Wild* now achieved, no one could blame the Nature Trust for taking a well-deserved rest. But not surprisingly, the Nature Trust is far from done.

Sutherland noted that the Nature Trust launched *Twice the Wild* to do its part in meeting the huge crises facing our planet and our future. While proud to reach that goal, and thankful to all who made it possible, she noted that much more needs to be done. The threats to nature continue to grow. The impacts of climate change are rapidly accelerating.

“While we celebrate an enormous achievement today, nature desperately needs us to do more. To save more, to move faster, and to work together like never before. You can count on the Nova Scotia Nature Trust to step up to do just that. More big, bold plans coming soon!”

The Nature Trust’s *Twice the Wild* achievement was announced this morning in Halifax at a live-streamed press conference. The announcement is available to watch at <https://nsnt.ca/> and <https://www.facebook.com/novascotianaturetrust/>.



QUOTES:

“Congratulations to the Nova Scotia Nature Trust for reaching their target of doubling the land they protect in Nova Scotia. This province is home to regionally unique ecosystems that are being protected to help wildlife thrive. The Canada Nature Fund and the Nature Smart Climate Solutions Fund are helping our partners protect, restore, and enhance important wildlife and species at risk habitat, improving the resilience of key ecosystems, and safeguarding or increasing their ability to capture and store carbon. The Twice the Wild initiative is directly helping us respond to climate change and biodiversity loss and supporting our efforts to conserve 30 percent of lands and waters in Canada by 2030.”

~The Honourable Steven Guilbeault, Minister of Environment and Climate Change

“On behalf of all Nova Scotians, I want to thank the Nature Trust for their ongoing work to conserve and protect our province’s land and water and congratulate them on achieving this impressive milestone. The success of Twice the Wild reflects the shared vision and commitment of our government, conservation partners, and Nova Scotians and what we can achieve when we work together towards a common goal.”

~The Honourable Tim Houston, Premier of Nova Scotia

“Our Government committed in legislation to protecting 20 per cent of our land and water because we know that a healthy environment, healthy people, and a healthy economy are intertwined. I want to thank the Nature Trust for their leadership and commitment to protecting nature in Nova Scotia. Their work makes our province and our planet better places. Together we are creating a sustainable and healthy future for our province, our people, and our economy.

~The Honourable Timothy Halman, Minister of Environment and Climate Change Nova Scotia

“Michelin has deep roots in Nova Scotia and we recognize how important the biodiversity of the province is. By investing in the Nova Scotia Nature Trust and Twice the Wild, Michelin Canada and the Michelin Corporate Foundation are investing in crucial natural resources; in wonderful natural spaces to be enjoyed; and in creating a sustainable and prosperous future for everyone.”

~ Andrew Mutch, Michelin North America (Canada) Inc.

BACKGROUNDER, VIDEO, AND IMAGES

<https://nsnt.ca/media>

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