



JOIN US IN CUMBERLAND

Official Campaign
Press Release

FOR IMMEDIATE RELEASE:

For those of us who live here or have visited frequently over the years, the fact that Cumberland is an incredible place to live, work, and play is not a secret. But the problem is that to everyone else in the world, it is a secret... at least until now.

We are located in the center of the Maritimes and are the only land entrance to Nova Scotia. We are surrounded by picturesque beaches with the warmest waters north of the Carolinas. We have a world-class ski hill, a 5-star resort, and a colourful community of small businesses. We are blessed with an abundance of natural beauty and immensely kind people. We have farmers' markets, award-winning vineyards, outdoor adventures galore, and activities for the whole family year-round.

We have hardly any traffic, extremely low crime rates, and daily sunsets that will take your breath away! You can experience all 4 spectacular seasons, and do so while enjoying outstandingly affordable real estate, low cost of living, a world-class quality of life, and a community that will welcome you with open arms.

There are people all over Canada and the world who are looking to make a fresh start or begin a new chapter in their life, and we believe that Cumberland is the perfect place to do so... they just don't know it yet! And that is where we come in. We want to start appearing on their radar and make Cumberland an option for all of those people considering somewhere new. These people love the idea of joining a kind, safe, affordable, and welcoming community like ours, so it's *our duty* to inform them about us.

With your help, we can start spreading the word about all the amazing things there are to do, see and experience right here in Cumberland County, Nova Scotia. In doing so, we sincerely believe that we will start to move the needle on some of the issues we are currently facing as a small rural community. The team behind this initiative will do everything in our power to recruit and attract healthcare professionals, construction workers, entrepreneurs, and developers, in a sincere attempt to contribute towards significant progress in these areas that continue to challenge our community.

For decades, Cumberland has been overlooked – we were simply the county that people drove through while travelling from New Brunswick to Halifax, Cape Breton, Annapolis Valley, or Lunenburg. For too long, millions of cars have passed us by without a thought. The “Join Us In Cumberland” campaign is here to start putting a stop to all of that.

How can you help? It's easy! Just follow our social media accounts and share our posts to your pages. We all have friends outside of Cumberland, Nova Scotia, and even Canada, so by sharing our posts about how great this place is, our message can reach so many more people outside of our community and give them the opportunity to become aware of what a wonderful life they can build here.

After the mass movement of people caused by the pandemic, countries around the world, and provinces, towns, cities, and municipalities around the country are spending

millions of dollars in an effort to attract people to their area. So one thing is for certain; if we don't act and act fast, we *will* get left behind.

It's time to stand up and fight for the place we love. We must link arms, commit to becoming fortified, and creating a unified front to actively work towards progress.

Together we must. *Together we can.* **Together we will!**

As a community and as a team, let's work together to inspire people all around the world to come and join us in Cumberland, where you really can have it all!

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LINKS & CONTACT INFORMATION:

- SOCIAL MEDIA HANDLE: @JOINUSINCUMBERLAND
- OFFICIAL HASHTAG: #JOINUSINCUMBERLAND
- OFFICIAL WEBSITE: WWW.JOINUSINCUMBERLAND.CA
- CAMPAIGN EMAIL: INFO@JOINUSINCUMBERLAND.CA
- CAMPAIGN LEADER: RON FURLONG - PHONE: (902) 667-8186
EMAIL: RFURLONG@AMHERSTCHAMBERNS.CA
- CAMPAIGN MARKETING LEADER: PATRICK MANIFOLD
PHONE: (902) 209-4646 EMAIL: PATRICK@NOVASOCIALMEDIA.CA
- FACEBOOK: WWW.FACEBOOK.COM/JOINUSINCUMBERLAND
- INSTAGRAM: WWW.INSTAGRAM.COM/JOINUSINCUMBERLAND
- TWITTER: TWITTER.COM/JOINCUMBERLAND
- YOUTUBE: WWW.YOUTUBE.COM/@JOINUSINCUMBERLAND
- OFFICIAL LOGO (ATTACHED)

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