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## **Seascape Kayak Tours Named TIAC Sustainable Tourism Award Finalist**

*Richardson, Deer Island, New Brunswick, Sept. 24, 2009* – Seascape Kayak Tours has been named as a finalist for the National Awards for Tourism Excellence, presented by the *Globe and Mail*. The company was selected as one of three finalists for the Parks Canada Sustainable Tourism Award. Seascape's nomination was submitted by the New Brunswick Government and the Tourism Industry Association of New Brunswick.

A Canadian leader in adventure tourism, Seascape has been offering unique, small-group sea kayaking experiences since 1994. The company has built its reputation on exceptional quality, extensive experience, high safety standards, personalized, friendly service, and a strong commitment to the culture, history and natural environment of each of its areas of operation. Fully guided expeditions – from day trips to week-long adventures – focus on education, wildlife observation and sound environmental practices. In addition to guiding tours from its base in the Bay of Fundy, one of the world's richest marine ecosystems, the company offers kayak expeditions to two other special ocean environments, the dramatic coastline of Newfoundland and the warm tropical waters of Costa Rica.

"We are extremely honored to be considered for this important recognition and appreciate the support and confidence placed in Seascape by our provincial government in nominating us," said company founder and owner Bruce Smith of Deer Island, New Brunswick. "This is the kind of award that makes us all winners because it heightens public awareness of sustainable travel practices, benefiting the tourism community not just locally, but on a global scale."

Smith and Seascape Marketing and Communications Director Frances Figart have been invited by TIAC President and CEO Randy Williams to attend a gala reception and dinner on Tuesday, November 3, 2009 at the Delta Brunswick in Saint John, New Brunswick. A highlight of Canada's Tourism Leadership Summit, the ceremony allows Canada's tourism industry to recognize those people, places, organizations and events that have gone above and beyond to offer to superior tourism experiences to travelers in Canada.

The *Globe and Mail* is a Canadian English language nationally distributed newspaper, based in Toronto and printed in six cities across the country. With a weekly readership of 935 000, it is Canada's largest-circulation national newspaper and second-largest daily newspaper after the *Toronto Star* and is widely described as Canada's newspaper of record. It is owned by CTVglobemedia.

The Tourism Industry Association of Canada is the voice of Canadian tourism. Founded in 1930 to encourage the development of tourism in Canada, TIAC serves today as the national private-sector advocate for this \$74.7 billion sector, representing the interests of the tourism business community nationwide. Based in Ottawa, Ontario, TIAC takes action on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper.

The Tourism Industry Association of New Brunswick's mission is to act as the provincial tourism and hospitality organization of New Brunswick, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. TIANB is committed to be a representative, industry driven organization which provides leadership and direction, making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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