



Bruce Smith Wins Environmental Lifetime Achievement Award

Richardson, Deer Island, New Brunswick, Aug. 18, 2010 – It was announced August 13 in Fredericton, N.B., by New Brunswick’s Environment Minister, Rick Miles, that Bruce Smith of Seascape Kayak Tours Inc. is the winner of the Department of Environment’s Lifetime Achievement Award. The recognition is one of six Environmental Leadership Awards presented annually to individuals, groups and businesses in New Brunswick that demonstrate exceptional leadership in the enhancement and protection of the environment. A panel of independent judges selected the recipients, who will be honored later in the year.

“I deeply appreciate the support and confidence placed in me by the Department of Environment and by our provincial government,” said Smith, founder and owner of Seascape Kayak Tours. *“This important recognition is an honor not only to me, but to the entire Seascape team, without which it would not be possible.”*

A Canadian leader in sustainable adventure travel and ecotourism, Seascape Kayak Tours has been offering unique, small-group interpretive sea kayaking experiences in New Brunswick since 1994. Fully guided expeditions – from day trips to week-long adventures – focus on education, wildlife observation and sound environmental practices. 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. Smith created a southern base in 1995 to provide paddling tours in the warm tropical waters of Costa Rica, where Seascape operates November through May and is under contract with U.S. tour operator Tauck, in operation since 1925. While continuing to guide tours from its northern base in the Bay of Fundy June through October, Seascape also offers kayak expeditions to several other special ocean environments including the dramatic coastline of Newfoundland, the Sea of Cortez in Baja Mexico, and, its newest destination, the Spanish Virgin Islands of Puerto Rico.

“This kind of award makes us all winners because it heightens public awareness of environmental practices,” Smith said. *“My personal goal and professional mission is to raise awareness of the importance of the West Isles Archipelago of the Bay of Fundy. It is a unique marine ecosystem just as diverse as the rainforest, and it is currently under environmental threat, not only from ocean pollution but also from industrial projects such as the local liquefied natural gas proposals. Hopefully this recognition can help me in protecting it.”*

Selected as one of three finalists for the 2009 Parks Canada Sustainable Tourism Award, Seascape is a member of Sustainable Travel International, The International Ecotourism Society, and the Adventure Travel Trade Association, and works collaboratively with the Rainforest Alliance to support best management practices in sustainable tourism.

Seascape’s web site further illuminates its tours and sustainable practices, and a bio on Bruce Smith can be found here: <http://www.seascapekayaktours.com/about/>