

ATLANTIC CANADA

4

THINGS YOU DIDN'T
KNOW ABOUT
ATLANTIC CANADA

Economic development

What makes
Atlantic Canada
a great place to
start a business

East coast tourism

Why you should
be traveling to
the East coast
this summer

Growing industries

How the East is
leading the way
in technology
innovation



TALKING ABOUT THE EAST
What famous chef Michael Smith
and TV Host Rick Mercer have
to say about cuisine, travel, and
living in the East Coast. PHOTO TOP:
CHEF MICHAEL'S KITCHEN, PHOTO BOTTOM:
CANADIAN BROADCASTING CORPORATION,
LARGE IMAGE: NEWFOUNDLAND AND LABRADOR
TOURISM © BARRETT & MACKAY PHOTO

EXPLORE THE EAST COAST

Learn more about what the **breathhtaking
Canadian East Coast** has to offer those
looking to **live, work, or travel.**

NEW!



DISCOVER ALEXANDER KEITH'S
HOP SERIES

MADE TO SHARE

INSPIRATION

GROWING UP IN THE EAST COAST

2

NEWFOUNDLAND AND LABRADOR IS CANADA'S YOUNGEST PROVINCE, JOINING ON MARCH 31, 1949

A Personal view on Atlantic Canada

✱ Rick Mercer is a well-known Canadian comedian and host of the Rick Mercer Report which is currently entering its 11th season in the fall of 2013. What many Canadians don't know about Rick is that he grew up in beautiful St. John's, Newfoundland and Labrador. As an advocate for the East Coast, Rick gives his insight below as to why the Atlantic provinces are make a great place to visit, work, or live.

1 What was it like growing up in Newfoundland?

I grew up in Middle Cove which is 20 minutes outside St. John's. My childhood memories are filled with the outdoors, I grew up minutes from the city, but the house that I grew up in was surrounded by trees. There was a pond with rainbow trout 200 ft behind the house through a trail in the woods. Half a km down the street there was Middle Cove beach which is one of the most famous beaches on the Avalon Peninsula. I go back home every summer.

2 How would you describe the lifestyle and community?

St. John is a very cosmopolitan booming capital city. It's always been a cosmopolitan city but now it's a cosmopolitan city with a lot of money. There are tremendous restaurants and of course it's always been famous for an amazing night life. I would say on any given night there could be as many live bands performing as there is in Toronto. There's always been a thriving arts community and arts scene.

3 What common misconceptions do Canadians have of the East Coast?

Traditionally, the misconceptions are oh! It's behind the times, it's a fishing economy so it's all little fishing villages. I think most of the misconceptions have been proven wrong or at least people do not think them anymore.

4 What is your favourite local food?

If I'm home for 3 days, I will probably have Cod fish twice a day.

5 Where are your favorite places to visit and why?

I'd have to say Petty Harbor, New Foundland which is a traditional fishing community just outside of St. John's. Also, the Signal Hill trail which starts in downtown St. John's and is tremendous because it takes you around the famous Signal Hill and you are facing the North Atlantic. That's a tremendous walk that takes an hour and anyone in St. John's should do it no matter what the weather. Middle Cove beach is also on the list.

6 What qualities make Atlantic Canada so special?

New Foundland is a place of extremes. Extreme weather, nature and hospitality. You will never meet anyone in NF who doesn't want to be there. It's entirely unique.

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