



PRESS RELEASE

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For Immediate Release

EXCITING TOURIST & CRAFT EXPERIENCES PLANNED FOR 2017

The Cultural Craft Group of Partners have been promoting and highlighting our craft industry on the Bonavista Peninsula to the tourism marketplace since 2014. From craft demonstrations to craft residencies, it has been their mission to highlight all things craft. The partner sites recognize that craft preserves and interprets our culture in such a unique way and many products are created using patterns and skills passed down from generation to generation. "This further enhances the stories we tell at our tourism sites", said Cyndy Stead, Cultural Craft Planner. "Purchasing cultural crafts is a special reminder of a tourist's memorable visit and offers them a small connection to our province. We take pride in the fact that our retail spaces have become known throughout the region for carrying quality, hand-crafted products and this year we are excited to take this one step further."

In 2017, the tourism partners will offer something new & exciting for the tourist marketplace. We have reached out to craft producers and artisans **and** will engage in a series of tourism experiences. Utilizing both natural and historical locations for inspiration, craft producers engaging in these experiences will be able to interact directly with visitors to the region. It is a great opportunity for producers to tell their stories and provide visitors an in-depth knowledge of how they create, what inspires them and how they interpret traditional patterns and skills in the creation of their craft & art.

From rug hooking experiences to creating beauty products by foraging for ingredients on a botanical hike, our experiences create another reason why people should visit our region and stay a little longer. In August, we are especially excited to work with our partners at the Sir William Ford Coaker Heritage Foundation, located in the Heritage District of Port Union, to organize the province's first **Cultural Craft Festival**. We have an exciting line-up of craft demonstrations for tourists and livyers alike including glassblowing, the creation of craft beer and seal skin demonstrations. In addition, the Wooden Boat Museum will be on hand to assemble a dory & demonstrate traditional heritage skills such as net-mending and how to cast a net.

The event will coincide with the Bonavista **Biennale** and with a street festival atmosphere, the planning committee is partnering with the food & music industry in Newfoundland & Labrador to ensure success. "But make no mistake, said Ms. Stead, "our priority focus will be the promotion of quality **CRAFT & CRAFT EXPERIENCES** for tourists and visitors coming to our region. We are attracting craft producer & artisans that want an opportunity to sell their products and engage directly with the tourist marketplace". For more information on craft and tourism experiences or to get your vendor application, go to the website at www.culturalcraft.com

Watch Us! We're Making Something Great!

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BACKGROUND

CULTURAL CRAFT INITIATIVE ON THE BONAVIDA PENINSULA

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Our partner sites are located on Route 230 - the Bonavista Peninsula that has been one of the top travel destinations for the many tourists that visit our province. As a partnership our mission is to promote & highlight craft in all our retail space(s) and where possible, work with craft producers and artisans to provide them with locations in which they can showcase their work.

As a region we excel at storytelling -- all our sites tell the story of our history and are interconnected through the fishery. From John Cabot to the Ryan Premises, we tell the story of the East Coast Fishery. Our Partnership Sites enhance and provide important information that compliments that story and provides visitors with a more in-depth look at what shaped us as a people.

We are:

- ❖ Sir William Ford Coaker Heritage Foundation – The Factory Interpretation Centre is located in Port Union, the only Union built town in North America. This National Historic District tells the amazing story of the Fishermen's Protective Union (FPU) and its founder Sir William Ford Coaker, and is located in the building that was home to the Fishermen's Advocate and includes a working press.
- ❖ Trinity Crafts is located in the Hiscock House in Historic Trinity. Operated by the Bonaventure-English Harbour Development Association (BEDA), it provides craft producers a place to showcase their talent. Many of the products are created using traditional skills and knowledge passed down from generation to generation.
- ❖ Cape Random Trust Inc. operates the Random Passage Site and is located in New Bonaventure. Random Passage was an 8 hr mini-series aired on CBC in March 2001. Written by Bernice Morgan, this site tells the story of how Newfoundlanders lived and survived in the early 1900's and houses of that time period tells a story of our past.
- ❖ Trinity Historical Society is located in Historic Trinity and operates the Green Family Forge, the Cooperage, Lester-Garland House, Fort Point and the Trinity Museum. Sites under their umbrella are preserved and work to tell the story of the historic Trinity's role in the Fishery. It is proud to have two working Blacksmiths on-hand as well as a Cooper and showcases the Poole - Newfoundland fish merchants, the Lester-Garlands.
- ❖ Home from the Sea Foundation and the John C. Crosbie Sealer's Interpretation Centre is located in Elliston. The only facility of its kind in the world, focused exclusively on the history of sealers and sealing, will take you on an emotional journey of risk, loss and reward, past to present.

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