

## Neonatal Unit fundraiser



North Highlands Elementary participated in a fundraiser for the Neonatal Intensive Care Unit at the Cape Breton Regional Hospital. North Highlands students brought in donations and received a sticker for every ten cents raised. The class that brought in the most had an ice-cream sundae party, but because the whole school gave it their all, every student got an ice-cream! The school raised a whopping \$1224.50. Pictured above, holding some examples of how many stickers they earned are a few of the students representing everyone who took part. In the front row (l-r) are Connor Seymour, Patrick McEvoy and Carter MacLellan. In back (l-r) are Faith MacKinnon, Selena MacDonald & Jacob Fitzgerald.

## Increase brand awareness

from page one

Using research already completed by the province and ACOA's Tourism Atlantic, DCB is developing products which include coastal/seacoast experiences, sightseeing and touring; culture entertainment and heritage; outdoor activities; major and international events and experiential accommodations. To this list DCB has added cuisine. To this end a new culinary event that will profile the producers and suppliers of culinary product from Cape Breton called "Right Some Good Foodie Event" from August 27th to September 5th.

Victoria County has representatives on DCB's Product Development Committee, Visitor Services Committee and their Marketing Advisory Committee.

The niche market segments of golf, meeting and conventions and the cruise ship sector all figure highly in Victoria County.

"We are finding out how the best are doing it and doing it better," Ms. Tulle told Council.

"Our marketing goals are to increase the visits to our experiential icons such as Cape Breton Highlands National Park, Alexander

Graham Bell Museum, Fortress of Louisbourg and Provincial Museums such as the Highland Village in Iona by 5%. We are also increasing Cape Breton's profile and brand awareness among the on-line travel industry marketplace."

Councillors had the opportunity to ask Ms. Tulle if DCB had any influence with the Department of Transportation to get the roads improved so visitors could enjoy the experiences found off the Cabot Trail.

Councillor Johnny Buchanan wondered if DCB was looking at expanding the road signage off the Cabot Trail.

To these questions Ms. Tulle replied that in the long-term all agencies and departments will have to work together to meet common goals.

Councillor Merrill MacInnis asked if DCB was looking at winter tourism especially in the Cape Breton Highlands.

Ms. Tulle responded by saying that it has been talked about but there has been no movement yet. "We need to research and do the product development and learn how to target the off-Island market."

## Highest standards of safety and efficiency



Some of the mechanics and drivers from the Baddeck School Bus Garage with the Buchan Award which is given to the carrier achieving the highest standard of student safety and fleet efficiency. This is the first time the Cape Breton Victoria Regional School Board has received the award. Shown are L-R Mechanic Scott MacCuspic; driver, Rita Campbell; Head Mechanic, David Peterson; drivers Sandy MacKenzie, Hal Oakley and Murdoch MacLeod.

### Special

For the first time, the Cape Breton-Victoria Regional School Board was awarded the Gerald W. Buchan Memorial Award for the carrier in Nova Scotia with the highest achievement at the Annual Transportation Conference held May 2, 2011, in the Annapolis Valley.

Gerry Buchan was one of the charter members that formed the Nova Scotia Pupil Transportation Committee 41 years ago, and during that time was instrumental and dedicated to children's safety on and around School Buses.

The NS Department of Education representative and the Director of the Motor Carrier Division, evaluate all the Boards and private carriers in Nova Scotia to choose the carrier to be presented with this award. Their remarks include "The carrier continues to lead the industry in the use of emerging technologies constantly seeking process improvements to achieve a high standard of student safety and fleet efficiency. Overall the carrier demonstrates a strong commitment to providing safe and reliable student transportation and promoting a culture of safety".

Coordinator of Transportation, Colleen MacMullin, also proudly accepted the gold award on behalf of the Board. The gold award is given for exceptional practices in safety and preventive maintenance of the Board Fleet, and training for school bus drivers. This award is given with a combination

of reviewing training of drivers, bus runs, Operational Procedures and the Board's Preventive Maintenance Program

Mr. Ambrose White, Superintendent, stated, "To receive the Gerald W. Buchan Memorial Award for the carrier in Nova Scotia with the highest achievement is quite an honor, and the gold award is a well-deserved tribute to our many drivers, bus maintenance staff and supervisors."

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## Disaster Financial Assistance Program December 12-15, 2010 Severe Storm Damage

**After a disaster, people sometimes need help to get back on their feet.**

Support can go a long way toward making lives better and communities stronger.

The Province of Nova Scotia is pleased to announce a disaster financial assistance program for those who live in Digby, Annapolis, Kings, Hants, Halifax, Colchester, Pictou, Guysborough, Antigonish, Victoria, Inverness, Richmond, and Cape Breton counties.

If you have uninsurable damages to your home, small business or non-profit organization as a result of the December 12-15 storm you may be eligible for assistance.

**More information and applications can be found at  
[www.gov.ns.ca/emo](http://www.gov.ns.ca/emo)**

For help, please call toll free 1-866-424-5620

Monday to Friday from 8:30 a.m. to 4:30 p.m.

**NOVA SCOTIA**