



For Immediate Release

Cape Breton Island To Be Promoted in Canada's 150th Anniversary Celebrations this Summer in Ottawa

May 8th, 2017. Sydney, N.S. – As millions of visitors flock to the nation's capital to celebrate our country's 150th birthday this summer, Destination Cape Breton will be showcasing Cape Breton Island in at an event called Inspiration Village. As part of Ottawa 2017's overall programming for a year-long celebration in the capital, Inspiration Village will see part of York Street in the downtown core transformed into a festive hub made completely out of sea containers.

Inspiration Village will take place from May 20th to September 4th in the ByWard Market, one of Canada's oldest markets in Ottawa, Ontario, and will feature provinces, territories, culture, art and performances from across the country. Destination Cape Breton Association will transform one of the sea containers into a life-size depiction of the many unforgettable experiences Cape Breton Island has to offer tourists.

"To have a place in Inspiration Village presents a huge opportunity for Cape Breton Island to stand on a national stage during this four-month event," Says Mary Tulle, CEO, Destination Cape Breton Association. "It is projected that Inspiration Village will attract hundreds of thousands of visitors during the four-month period. Cape Breton Island stands to have an impact on each one of those visitors through our highly visible presence at the event."

In a recent press release, Parks Canada says their online camping reservations are up 85 per cent over last year — a year that saw about 300,000 visitors make their way to Cape Breton Highlands National Park— largely due to the release of the free Parks Canada Discovery Passes.

Tulle commented, "As a key market for Cape Breton, our goal is to reach as many visitors as possible during our time in Inspiration Village and plant the seed that Cape Breton Island is an adventure you need to take."

For more information on Inspiration Village, please visit www.Ottawa2017.ca

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