



## News Release

### ***For Immediate Release***

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### **New Cliffs of Fundy hiking challenge features Geopark**

Amazing cliffs, tidal estuaries, beaches, waterfalls, woodland trails and lighthouses. The Cliffs of Fundy Geopark promises all of this and more. And if you get out and explore it, you could earn a free badge.

Hike Nova Scotia and the Cliffs of Fundy Geopark are happy to announce the launch of the new Cliffs of Fundy Badge as part of Hike NS's Hiker Challenge.

Janet Barlow, Hike NS executive director, thinks the area is a hidden gem. "The Fundy Shore doesn't get the attention for outdoor activity that other areas of the province get, but it should," she says. "This new badge shines a spotlight on the splendor of the area, especially the hiking."

The Cliffs of Fundy UNESCO Global Geopark is home to the highest tides in the world which have helped shape its stunning landscape. It is also home of the legendary Kluskap and the landscape is steeped in his legends. The Geopark honours the Mi'kmaw people and their oral traditions of cultural geoheritage. It also demonstrates the Earth's incredible natural history.

"The Cliffs of Fundy Geopark celebrates the landscape, natural beauty, and incredible people that create a vibrant culture along the shores of the Bay of Fundy," says Sacha Brake, Cliffs of Fundy Geopark Director. "We hope that participants and recipients of the Cliffs of Fundy Badge will learn, explore, discover, and enjoy the Geopark community."

The badge is free and challenges you to hike at least eight trails among a select list of Geopark trails within a year. To help launch the badge, there are two upcoming guided hikes: November 4 at Brookville Beach and November 12 at Wards Falls. Learn more about these events here: <https://www.hikenovascotia.ca/filemanager/files/Fall-HikeWalks2023-November.pdf>.

The Hiker Challenge is about inspiring, motivating and rewarding hikers to start hiking or to hike more. Your reward for completing a challenge is a badge to show off on clothing or backpacks and making the Honour Roll. Prize draws happen each season for gift cards generously provided by The Trail Shop. There are several badges to earn across the province as part of the Hiker Challenge. Learn more about the Hiker Challenge at [www.hikenovascotia.ca/projects-hiker-challenge](http://www.hikenovascotia.ca/projects-hiker-challenge).

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