

**Monday, March 25, 2013**

TRANSPORTATION/INFRASTRUCTURE RENEWAL--Tar Ponds Project Launches Campaign to Name New Park

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Cape Breton students will have a chance to show the country how creative they are by naming the park being built on the remediated Sydney tar ponds site.

Grade 3 students at Cusack Elementary in Sydney joined Cape Breton Nova MLA Gordie Gosse, on behalf of Transportation and Infrastructure Renewal Minister Maurice Smith, and Sydney Tar Ponds Agency officials to launch the Sydney Park Project Campaign today, March 25.

"As a community, we can be proud of how hard we worked to reshape this industrial land into a park that will bring families and visitors together to play, walk and enjoy music," said Mr. Gosse. "As a former steelworker, it is gratifying to see a new legacy taking shape on the former tar ponds site for future generations."

The campaign invites students to submit a name for the park and explain why they chose it, in an original essay, song, photo, video or artwork. Students can submit their idea at [www.sydneyproject.ca](http://www.sydneyproject.ca), until April 19.

"This project has turned a challenging environmental legacy from Canada's industrial past into a living symbol of renewal and sustainability," said Rona Ambrose, Minister of Public Works and Government Services Canada. "In naming this new park, the final chapter on the tar ponds will close, and the people of Sydney and Cape Breton will be able to move forward with a renewed optimism for the future."

The top names submitted by Cape Breton elementary, junior high and high school students will be posted on the campaign website in May, and Canadians can vote for their favorite.

Danielle MacDonald, a Grade 3 teacher at Cusack Elementary school in Sydney, said her class is excited to participate in the naming campaign.

"It's an excellent opportunity for students to learn about the rich history in their own backyards and to be a part of reshaping their community."

Cape Breton students can learn even more about the history of the former industrial sites and Sydney's steel industry in the project-produced documentary, *Heart of Steel*. The documentary, along with corresponding lesson plans, is available to Nova Scotia teachers and students online, through the Department of Education's online video library.

"It is rewarding to see construction of the new park well underway," said Alastair MacLeod, Community Liaison Committee chair. "The naming of the new park is a significant milestone for our communities. We are looking forward to reclaiming and using this beautiful land for present and future generations."

A special community announcement will be held in June to officially announce the park name.

Sydney-area residents and visitors can look forward to sports fields, an outdoor stage, a playground area, dog park, skating area and pedestrian bridges, trails and more when the park opens to the public this fall. The project is within budget, and is on schedule to be finished by March 2014.

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FOR BROADCAST USE:

Cape Breton students will have a chance to show the country how creative they are by naming the park being built on the remediated Sydney tar ponds site.

MLA Gordie Gosse, with officials from the Sydney Tar Ponds Agency announced the new online campaign today (March 25th) with Grade 3 students at Cusack Elementary school in Sydney.

Students can submit a name for the new park, and explain why they chose it, in an essay, song, photo, video, or artwork. They can submit their idea, at w-w-w dot sydney park project dot c-a, until April 19th.

The top names will be posted on the website in May, and Canadians can vote for their favorite name. The successful name will be announced in mid-June.

The new park is expected to be open to the public this fall.

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