



# Government of Canada Invests in Cultural Tourism on Change Islands

## News Release

11 September 2009

*Change Islands, Newfoundland and Labrador*

A new cultural tourism initiative that promotes Newfoundland and Labrador’s knitting heritage will be established on Change Islands, thanks to an investment under the Community Adjustment Fund (CAF), a key economic stimulus initiative of the Government of Canada’s Economic Action Plan.

The Honourable Peter MacKay, Minister of National Defence, Minister for the Atlantic Gateway, and Minister Responsible for Newfoundland and Labrador today announced an investment of \$48,250 for the Stages and Stores Heritage Foundation to establish a Knitting Economuseum on Change Islands.

“The Government of Canada, through its Economic Action Plan, is committed to supporting initiatives that contribute to the vitality and sustainability of rural communities,” said Minister Mackay. “Cultural tourism projects such as the Knitting Economuseum build on local skills and know-how to create enduring enterprises that contribute to the economy in the area.”

An Economuseum involves a network of crafts businesses that combine the interpretation, production and sale of unique crafts, skills and products. The Change Islands Knitting Economuseum is an innovative cultural tourism experience that will see knitters demonstrating their craft in their own homes. Visitors will be able to interact with knitters directly enjoying an authentic cultural experience. In addition to organising home-based interpretation, the Economuseum will also include a new building to house a visitor reception centre, interpretive signage and sales.

Over the next two years, the Community Adjustment Fund will deliver a total of \$1 billion to local economies throughout Canada. The total CAF allocation for Atlantic Canada is \$100.4 million and is being delivered in the region by the Atlantic Canada Opportunities Agency.

“We are very excited about the development of our new Knitting Economuseum,” said Herbert Bown, President and CEO of Stages and Stores Heritage Foundation Inc. “Knitting has long been an important cottage industry on Change Islands. With this new museum and gift shop, we will be able to build on this industry to create a new and dynamic tourism product.”

Projects to be funded under CAF can include initiatives to improve market access for products and other local economic diversification activities.

This program is available to non-profit organizations, post- secondary institutions, individuals, co-operatives, small and medium-sized enterprises, First Nations governments, and provincial and municipal governments that have eligible projects that can be completed before March 31, 2011.

Individuals interested in learning more about how to apply for funding under CAF are encouraged to contact their local ACOA office. For more information regarding the CAF application process, please consult ACOA’s website at [www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca).

For information on Canada's Economic Action Plan, please visit [www.actionplan.gc.ca](http://www.actionplan.gc.ca).

### FOR BROADCAST USE:

It’ll be knit one and pearl two for the knitters of Change Islands thanks to a contribution from the Government of Canada for the establishment of the Change Islands Stages and Stores Heritage Foundation’s Knitting Economuseum.

Peter MacKay, Minister of National Defence, Minister for the Atlantic Gateway, and Minister Responsible for Newfoundland and Labrador, today announced an investment of \$48,250 under the Government of Canada’s Economic Action plan and its Community Adjustment Fund for the establishment of a Knitting Economuseum on Change Islands.

The Economuseum will provide visitors with a cultural tourism experience that will see knitters demonstrating their craft in their own homes, where visitors will be able to interact with knitters directly. In addition to organising home-based interpretation, the Economuseum will also construct a new building to house a visitor reception centre, interpretive signage and product sales.

Over the next two years, the Government of Canada’s Community Adjustment Fund will deliver a total of \$1 billion to local economies throughout Canada. The total CAF allocation for Atlantic Canada is \$100.4 million and is being delivered in the region by the Atlantic Canada Opportunities Agency.

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