



Acadian Coastal Drive

The Acadian Coastal Drive is well-known for its warm sandy beaches and rock-strewn coast, which are home to various sea creatures such as the sea star. In this region, the sea star not only serves as a representation of the sea, but also as a symbol of the Acadian culture and their *joie de vivre*. So whether you find them nestled along the coastline, or blowing free in the wind on the countless Acadian flags, you will definitely be seeing stars on the Acadian Coastal Drive.

History

As towns and villages began springing up along the seaboard centuries ago, the coast and the sea played a major part in shaping the Acadian way of living right from the start. Sea stars, previously mistakenly called starfish, are not really fish at all – they lack both a vertebral column and fins. Each arm of the sea star has a short sensory tentacle at its end that responds to chemicals and vibrations in the water. For this reason, sea stars often elevate one of their limbs to detect light and movement. Sea stars are able to regenerate lost limbs and in some cases, a severed arm can even grow into a complete sea star.

Today, the sea still plays a big role in the economy and culture of the Acadian people, and the star forever shines bright on their flag!

Did you know?

- The species that we commonly find on our coast (east coast of New Brunswick) are the Northern Sea Star and the Blood Sea Star.
- Sea stars are able to regenerate lost arms.
- Sea stars have a simple eye at the end of each arm. The eye is able to “see” only differences of light and dark, which is useful in detecting movement.
- The Acadian flag was established at the second Acadian Convention in 1884 at Miscouche, Prince Edward Island, and is shared by Acadians from all over the world. The Acadian flag also carries the colours blue, white, and red, just like that of its motherland, France.



Marketing ideas for Tourism Operators/ Municipalities to consider using their Scenic Drive Symbol and name:

- Tourism brochures
- Websites
- Travel Maps
- Posters
- Interpretive Panels
- Tourism advertising
- Placemats
- Menus
- Handcrafts
- Linens
- Appropriate collateral

On brochures, websites, advertisements in tourism publications, etc., please provide the consumer with a small, simple map drawing of how to get to your business with the appropriate exit numbers.

The Scenic Drive maps, produced for the Tourism and Parks Vacation Planner, will be available to tourism operators beginning in January 2009. The formats available will be PDF and JPG. To obtain the document and information on your Scenic Drive, please contact Cécile LePage at Cecile.LePage@gnb.ca or 506-457-7280.

Signage Ideas for Tourism Operators/ Municipalities to consider:

Consider using the symbol for your Scenic Drive on:

- Highway Advertisements (with appropriate DOT permits)
- On-premise signs
- Building signs (for your tourism business or municipality)

The Scenic Drive symbol is available in the following formats - PDF, GIF, EPS, and DXF. Colour Guides will be provided with each request.

To obtain information on accessing Scenic Drive symbols and criteria for usage, please contact Penny Demmings at Penny.Demmings@gnb.ca or at 506-453-8769.

NEW BRUNSWICK SCENIC DRIVES



Acadian Coastal Drive



Appalachian Range Route



Fundy Coastal Drive



Miramichi River Route



River Valley Scenic Drive