



Coastal Chronicle

Coastal Action's Quarterly Newsletter
December 2018



Holiday Edition

Happy Holidays to All!

Welcome to our third annual Holiday Edition of the *Chronicle*. This is an extra-special issue, as Coastal Action will soon be unveiling our new brand (a *brand*, in case you're wondering, is a design theme that helps distinguish us from other organizations, while also communicating who we are and what we do). Many of Coastal Action's products and items will be included in these snazzy new brand upgrades - including the format for this very newsletter!

We've had quite a year here at Coastal Action. Collaborative visits to Shubenacadie Wildlife Park, planting rain gardens, attending various conferences (local, federal, and international), hosting our partners and delegates from

Sweden, celebrating World Oceans Day on the Lunenburg waterfront, participating in Plastic-Free July, and the discovery of an adult Atlantic whitefish on December 7 are just a few of our news-worthy activities and events of 2018.

This is my final issue as editor of the *Chronicle* for the next 5 months, as - starting at the holiday break - I'll be on leave from Coastal Action to pursue some personal projects. I know you'll enjoy the goodies my fellow staff have up their sleeves while I'm away, and I'll be back again in late spring / early summer of 2019! And so, until then: on behalf of myself, and *everyone* here at Coastal Action, we wish you all a very Happy Holiday Season - and thank you for reading!

Jennifer McKinnon, Editor 

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Coastal Action 2018 staff during our Secret Santa party on December 14.



Bluenose Coastal Action Foundation is a charitable organization that addresses environmental concerns along the South Shore region of Nova Scotia. Our goal is to promote the restoration, enhancement, and conservation of our ecosystem



through research, education, and action. Our vision is a healthy environment for future generations.

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Branding Sneak-Peek: Coastal Action's New Logo



December 2018 marks Coastal Action's 25th birthday, and throughout 2019 we'll be hosting a number of events and activities (see page 3 for a major event!) as part of our year-long celebration. One of the significant projects related to our birthday is refreshing our brand. Earlier in 2018, we hired SkySail Brand (located in Mahone Bay) to revamp Coastal Action's look and - after much input, discussion, and fine-tuning by Coastal Action staff - SkySail has delivered our new brand! As you can see by the logo above, we have retained our classic Roseate tern, but with an updated design. As 2019 rolls out, you'll see more of our new brand appearing on everything from publications to clothing, as well as a few new items!

Dreaming of a Green Christmas: Tips for the Holidays, Part 2

Building on last year, here are a few more tips for incorporating zero-waste / eco-friendly habits into your holiday traditions!



- If loved ones have asked for a wish list to help them find *just* the right present for you, consider adding used items (small kitchen appliances, musical instruments, clothing, games, books, and art) to your list. Well-crafted, good quality - and most importantly, still working! - used items exist in abundance all around us.

- This one's an oldie but a goodie: the holidays are often when poverty, isolation, and other personal challenges or losses are most keenly felt, and any small gift of

time or resources - whether to a food bank, outreach program, or shelter - are greatly appreciated. Helping others also has the added bonus of being a very enriching experience for oneself.

- Save that beautifully-illustrated advent calendar you love and use it again next year.

- Create time for rest. Even a 15 minute nap can be a restorative holiday reprieve - and you'll be all the jollier for it!

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Save the Date:

Coastal Action's 25th Birthday Bash! Saturday February 23, 2019

Join us for a true birthday bash, as Coastal Action celebrates 25 years of being an active environmental organization working in South Shore Nova Scotia and beyond. Food, music, dancing, and spirits will abound as we celebrate together with our community!

Where: Best Western Bridgewater **Time:** 8pm 'till midnight **Tickets:** \$15.00



You can donate now!

Looking for the holiday gift that keeps on giving for generations to come? Coastal Action is celebrating **25 years of environmental community work throughout 2019!** Your donations support the Coastal Action vision: a healthy environment for future generations. This is achieved through our mission: to restore and protect the environment through research, education, and action.



Our home at 37 Tannery Road in Lunenburg.

Coastal Action is a not-for-profit conservation organization. By donating financially we will provide charitable donation tax receipts. We also sell various articles of clothing, accessories, and local maps; all proceeds go to Coastal Action projects!



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