# Part A

Your mission, once you accept it, is to plug the “Brain Drain”. Every year, thousands of incredible, intelligent, enthusiastic Atlantic Canadians are leaving to find employment in other area.

For this project, you and your partner are a marketing company. You will be hosting business developers for a 3-day stay in one of the Atlantic Provinces. Your hope is that they will set up shop in our community and plug the “drain”.

You must create a brochure that will advertise the details of their stay. The chart below shows details that **MUST** be included. Feel free, however, to be creative and add more! You are responsible for making a giant brochure on bristol board which will be displayed in the hallway.

|  |  |  |
| --- | --- | --- |
| Section | Who is responsible? | Done? |
| Draft of the itinerary (3 days ~ 9:00AM to 6:00PM) | BOTH |  |
| Draft of brochure (layout) | BOTH |  |
| BROCHURE MUST INCLUDE: |  |  |
| Map of province (with capital identified) |  |  |
| Provincial flag |  |  |
| “Catchy” slogan | BOTH |  |
| Three day itinerary | BOTH |  |
| \* Population information |  |  |
| \* Political information |  |  |
| \* Summary of 3 famous people |  |  |
| \* Culture  |  |  |
| \* Coastline Bar Graphs |  |  |
| \* Area Bar Graphs |  |  |
| \* Climate graphs  |  |  |
| \* Technology |  |  |
| \* Time zone information |  |  |
| \* Aerial distance chart |  |  |
| Bibliography (on the back) | BOTH |  |
| Feel free to include other relevant information and fun facts | BOTH |  |
| COMMERCIAL (in a duo-tang):  |  |  |
| A copy of your script |  |  |
| A copy of your recipe |  |  |
| A paragraph which explains why you chose the food you did  |  |  |
| A list of materials you will require for your presentation |  |  |

##### TENTATIVE SCHEDULE ***(\* = Teaching period)***

###### Mon

Introduce the project

Draw for provinces

WORK PERIOD - Draft of itinerary, gather and look over research

Wed

***\* Population information, political information, famous people***

###### Mon

***\* Time zones and aerial distances***

###### Wed

***\* Culture***

###### Mon

###### ***\* Bar graphs – Area and Coastline***

###### Work week

###### To work on: *\* Climate graphs & Technology*

###### **DUE:**April 7th

###### **ITINERARY**

**POPULATION, POLITICAL & FAMOUS PEOPLE**

TIME ZONES AND AERIAL DISTANCES

Week of Mon

###### DUE:

**BAR GRAPHS**

**CLIMATE GRAPHS**

**CULTURE**

###### Week of Mon

***\* Explain presentation portion (commercial)***

DUE:

TECHNOLOGY

BROCHURE due Week of Monday December 13

PRESENTATIONS begin middle of same week.

# NEW BRUNSWICK

# PLACES TO VISIT

# You must include at least THREE from the following list:

# Legislative Assembly

# King’s Landing Historical Settlement

# New Brunswick Museum

# Le Village Historique Acadien, Caraquet

# Beaverbrook Art Gallery

# St. Andrews Blockhouse National Historic Site

# Magnetic Hill

# Longest Covered Bridge, Hartland

# Carleton Martello Tower National Historic Site

# Fort Beauséjour

# Hopewell Rocks/Bay of Fundy

# FAMOUS PEOPLE

# You must include one from the following list:

* Lord Beaverbrook (Maxwell Aitken)
* Bernard Lord
* Frank McKenna
* Harrison and Wallace McCain
* Samuel Leonard Tilley
* K.C Irving
* Willie O’Ree
* Marianne Limpert
* Mary Pratt

USEFUL WEBSITES

NEW BRUNSWICK

tourismnewbrunswick.ca

gnb.ca

GENERAL

atlanticcanada.worldweb.com

atlanticcanada.info

atlanticcanada.info/famous\_canadians.htm

canadaonline.about.com (click on “Provinces of Canada”)

archives.ca

www.statcan.ca/english/Pgdb/demo31a.htm

# COASTLINE DATA:

# New Brunswick: 2 269 kmNova Scotia: 7 578 km

# Prince Edward Island: 1 260 km

# Newfoundland and Labrador: 15 286 km

CULTURE

La Sagouine

Hopewell Rocks

Salmon Fishing on the Miramichi

# NOVA SCOTIA

# PLACES TO VISIT

# You must include at least THREE from the following list:

# Province House

# Citadel Hill

# Peggy’s Cove

# Fortress of Louisbourg

# Maritime Museum of the Atlantic

# Port Royal

# Whale Watching

# Alexander Graham Bell National Historic Site

# Grand Pre

# Marconi National Historic Site of Canada

# FAMOUS PEOPLE

# You must include at least one from the following list:

# Joseph Howe

# Samuel Cunard

# Alexander Graham Bell

# Sir Robert Borden

# Kirk Johnson

# Colleen Jones

# Maud Lewis

# Donald Marshall

# Alexa McDonough

# Frank Sobey

# Sir Charles Tupper

# Elizabeth May

# Sir John J.C. Thompson

# USEFUL WEBSITES

NOVA SCOTIA

gov.ns.ca

explore.gov.ns.ca

museum.gov.ns.ca/mma/

novascotiasportshalloffame.com

GENERAL

atlanticcanada.worldweb.com

atlanticcanada.info

atlanticcanada.info/famous\_canadians.htm

canadaonline.about.com (click on “Provinces of Canada”)

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**CULTURE**

Lobster Trap

Bluenose

Glooscap

Peggy’s Cove

# PRINCE EDWARD ISLAND

# PLACES TO VISIT

# You must include at least THREE from the following list:

# Government House

# Green Gables House

# Confederation Bridge

# Founders’ Hall – Canada’s Birthplace Pavillion

# Province House

# Prince Edward Island Potato Museum

# Port-la-Joye-Fort Amherst National Historic Site

# Ardgowan

# Wood Islands Lighthouse & Interpretive Museum

# FAMOUS PEOPLE

# You must include one from the following list:

# James Colledge Pope

# Lucy Maud Montgomery

# Joe Ghiz

# Pat Binns

# Lori Kane

# Rick Vaive

# USEFUL WEBSITES

PRINCE EDWARD ISLAND

gov.pe.ca

visitcharlottetown.com

peisportshalloffame.com

GENERAL

atlanticcanada.worldweb.com

atlanticcanada.info

atlanticcanada.info/famous\_canadians.htm

canadaonline.about.com (click on “Provinces of Canada”)

archives.ca

www.statcan.ca/english/Pgdb/demo31a.htm

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# CULTURE

Anne of Green Gables (p. 100-101)

Potatoes

Confederation Bridge

# Founders’ Hall

# NEWFOUNDLAND AND LABRADOR

# PLACES TO VISIT

# You must include at least THREE from the following list:

# Confederation Building

# Government House

# Signal Hill

# L’Anse aux Meadows National Historic Site of Canada

# Cape Spear National Historic Site of Canada

# Colony of Avalon

# Provincial Museum of Newfoundland and Labrador

# Cape Bonavista Lighthouse Provincial Historic Site

# Burnside Archaeology Centre

# Labrador Heritage Museum

# Gros Morne National Park

# Churchill Falls

# Red Bay

# Castle Hill

# FAMOUS PEOPLE

# You must include one from the following list:

# Joey Smallwood

# John Crosbie

# Brian Tobin

# Members of Great Big Sea

# Bob Cole

# Rex Murphy

# Marina Piccinini

# Rick Mercer

# Mary Walsh

# Mary March

# USEFUL WEBSITES

NEWFOUNDLAND AND LABRADOR

gov.nf.ca OR gov.nl.ca

gov.nf.ca/tourism

wordplay.com/tourism

wordplay.com/cuisine

GENERAL

atlanticcanada.worldweb.com

atlanticcanada.info

atlanticcanada.info/famous\_canadians.htm

canadaonline.about.com (click on “Provinces of Canada”)

archives.ca

www.statcan.ca/english/Pgdb/demo31a.htm

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**CULTURE**

The Dory and Sou’westers

L’Anse aux Meadows

Beothuk (p. 56)

Mining at Voisey’s Bay (p.164-65)

#

**POPULATION**

Go to the following website: [www.statcan.ca](http://www.statcan.ca).

**Include the following on your brochure:**

1. As of the most recent census, what is the population of your province?
2. What percent of Canada’s population does your province represent?

######  Your province x 100 = \_\_\_\_\_\_\_%

 Canada

**FAMOUS PEOPLE**

On your provincial information sheet, there are several famous people listed who were born in, or have had a profound impact on, your province. Choose three famous people from your province, including at least one from the list.

**Include the following on your brochure:**

For each person give a quick biographical sketch of his/her life and accomplishments.

**POLITICAL INFORMATION**

**Include the following on your brochure:**

For your province:

1. Who is the premier?
2. What party is he/she a member of?
3. Who is the leader of the official opposition?
4. What party forms the official opposition?

**PROVINCIAL CULTURE**

**What is culture? (p. 67)**

Culture is a reflection of who and what we are. It refers to everything connected with the way humans live in groups. It includes all the ways people respond to their:

* physical environment
* history
* economic life
* social life
* political life

**You must include the following on your brochure:**

Your task is to make the culture of your province clear to your audience. For each symbol/icon listed below, you will write 2 paragraphs:

Paragraph 1 - Give a five to ten sentence description of the symbol/icon.

Paragraph 2 –State why the symbol/icon has attained the significance it has in your province.

*Ex: When we think of Calgary, many of us think of “cowboys”. This is due in large part to Calgary and Alberta’s history of being a ranch territory. The economic life of the province grew up around this and has crystallized with the Calgary Stampede.*

NEW BRUNSWICK

La Sagouine (history, social life, economic life)

Hopewell Rocks (physical environment, economic life)

Salmon Fishing on the Miramichi (physical environment, economic life, social life)

NOVA SCOTIA

Lobster Trap (economic life, social life)

Beside each symbol/icon, you will find some aspects of culture that will help guide the development of your second paragraph. Refer to p. 67 of your text for leading questions.

Bluenose (history, social life, physical environment, economic life)

Glooscap (history, social life)

Peggy’s Cove (economic life, social life, physical environment)

PRINCE EDWARD ISLAND

Anne of Green Gables (p. 100-101) (history, social life)

Potatoes (economic life, social life, physical environment)

Confederation Bridge (economic life, physical environment)

Founders’ Hall (history, political life)

NEWFOUNDLAND AND LABRADOR

The Dory and Sou’westers (history, economic life, social life)

L’Anse aux Meadows (history)

Beothuk (p. 56) (history, social life)

Mining at Voisey’s Bay (p.164-65) (economic life, physical environment

**BAR GRAPHS**

**Include the following on your brochure:**

1. A bar graph comparing the total area of your province with that of the other Atlantic Provinces (p.21 textbook)
2. **A bar graph comparing the length of the coastline of your province with that of the other Atlantic Provinces (data on provincial information sheet provided)**

**CLIMATE GRAPHS**

**Include the following on your brochure:**

A climate graph of your capital city. (ex. p. 37)

**Here’s how:**

Step 1 : Go to [www.climate.weatheroffice.ec.gc.ca](http://www.climate.weatheroffice.ec.gc.ca)

Click “**English**”

Click “**Climate Data Online**” (left)

Select your province

Select “**Monthly** “ in search options under Interval

Select “**2004**” in search options under Year **(New Brunswick select 2001)**

Click “**Go**”

Select your capital city

Click “**Go**”

Step 2: Obtain temperature data (**MEAN TEMPERATURE**) and precipitation data (**TOTAL PRECIP. mm**) for your province for each month for one calendar year (Jan-Dec).

Step 3: Label the months along the bottom axis.

Step 4: Choose appropriate scales to use and label your axes: left-Temperature (oC) and right-Precipitation (mm).

Step 5: Fill in BLUE bars to represent the precipitation for each month.

Step 6: Use a RED line to represent the average temperature for each month

Step 7: Be sure to give your graph a title and to label your axes.

**TECHNOLOGY**

PRIMARY INDUSTRY: Economic activities in which people use, extract, or harvest natural resources (i.e. forestry, fishing, agriculture, mining).

GROSS DOMESTIC PRODUCT (GDP): The total value of goods and services produced within a given area in a given year.

You will find the required information for this portion of the project in your textbook “Atlantic Canada in the Global Community”.

|  |  |  |
| --- | --- | --- |
|  | Natural Resource | How technology is used |
| Forestry | p. 162 | p. 234-36 |
| Fishing | p. 161 | p. 226-229 |
| Agriculture | p. 163, 166-67 | p. 237-38 |
| Mining | p. 162, 164-65 | p. 232-33 |

**Include the following on your brochure:**

1. Based on the GDP tables found on pp. 161-63, rank the four primary industries in your province from largest percentage contributed to least.
2. Briefly explain how technology is used in extracting your province’s main natural resource.

**TIME ZONES AND AERIAL DISTANCES**

# Aerial Distances

# Business people often travel to various cities throughout Canada. Use the map provided to measure (in cm) the distances from your capital to each of the other provincial/territorial capital cities.

# The scale on this map is 1cm = 300km.

# Include the following chart on your brochure. Make sure your answers are in km.

|  |  |
| --- | --- |
| Canadian Capital Cities | Distance (km) from (your capital city) |
|  , Newfoundland |  |
|  , Prince Edward Island |  |
|  , Nova Scotia |  |
|  , New Brunswick |  |
|  , Québec |  |
|  , Ontario |  |
|  , Manitoba |  |
|  , Saskatchewan |  |
|  , Alberta |  |
|  , British Columbia |  |
|  , Yukon |  |
|  , Northwest Territories |  |
|  , Nunavut |  |

#### **Time Zones**

# Business is conducted worldwide and therefore it is important for you to understand the concept of time zones. Include on your brochure the correct times for the ten cities listed below if it is 8:00AM (8:30AM in St. John’s). (Indicate AM or PM!)

1. \_\_\_\_\_\_\_\_ New York City
2. \_\_\_\_\_\_\_\_ Los Angeles
3. \_\_\_\_\_\_\_\_ Sydney, Australia
4. \_\_\_\_\_\_\_\_ Tokyo
5. \_\_\_\_\_\_\_\_ Beijing
6. \_\_\_\_\_\_\_\_ New Delhi
7. \_\_\_\_\_\_\_\_ Moscow
8. \_\_\_\_\_\_\_\_ London
9. \_\_\_\_\_\_\_\_ Kinshasa
10. \_\_\_\_\_\_\_\_ Paris

# Part B – The Presentation

### Each group has a display booth at an international business convention that will take place in the Saint John River Room from Monday Feb 3rd until Wednesday Feb 6th. Business people from all over the world will be there. The presenters at every booth will be working hard to attract the attention of the business owners. You need a competitive and compelling presentation that will make them set up in YOUR province!

### **~ FOUR TO FIVE MINUTE PRESENTATION ~**

### Along with your brochure, you will provide samples of FOOD representative of your province and a copy of the recipe on a recipe card. Be sure to tell them how this food came to be popular in your province.

### At some point during your presentation, you must include an original song, jingle or rap that both sells your province and entertains the listener.

### You also want to attract attention to your booth using one of the following methods:

### CHOICE A: Create a catchy PowerPoint presentation that will draw attention toward your booth. The presentation should highlight the major attractions of your province. You should be prepared to speak enthusiastically throughout the presentation and explain the clips and music choices that you have made. HAND IN A PRINTED COPY OF SLIDES, 6 PER PAGE, BLACK & WHITE.

### CHOICE B: Create a TV commercial on VHS or DVD. Your goal is to attract business owners from around the world to take your 3-day tour. Ultimately you will convince them to relocate or open a new branch in your province. Your commercial should promote the 3-day tour while highlighting the major attractions of your province.

### CHOICE C: Create a skit. Your goal is to attract business owners from around the world to take your 3-day tour. Ultimately you will convince them to relocate or open a new branch in your province. Your commercial should promote the 3-day tour while highlighting the major attractions of your province.

HINTS FOR SUCCESS:

* Take on the role of a famous person or some other character from your province (singer, actor, athlete, historical figure, politician, etc… ) .
* KNOW YOUR LINES!
* Use your best “TV infomercial” voice or accent
* Suggest a provincial/national holiday in honour of one of your famous people
* Have props/costumes
* KNOW YOUR LINES!
* Use music/play an instrument
* Be creative ~ don’t mimic previous presentations
* Be entertaining… you will watch about 30 of these!
* KNOW YOUR LINES!

**THE SCRIPT**

You are responsible for submitting your script. In your presentation, you MUST have the following:

* capital city
* 5 major tourist attractions
* a general overview of climate
* a creative TOP 10 list of reasons to visit your province
* at least one famous person and their contribution to the province
* a brief overview of what your province stands for: who are the people, a brief history, major industry
* made mention of the Premier and his party

In the closing of your presentation, you MUST explain:

* your choice of food
* your recipe (in case of allergies)

###