



JOGGINS Fossil Cliffs



United Nations
Educational, Scientific and
Cultural Organization



JOGGINS
Fossil Cliffs

COPYWRITING AND MEDIA RELATIONS

MEDIA KIT

(Updated July 2009)

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Welcome to the Joggins Fossil Institute's Media Kit, which has been compiled to assist and enable you in collating as much information as you will need to develop your own press piece or freelance writing article.

If you have downloaded our digital kit, you can also download images directly from our website. If you have a hard copy of our kit, then you will find a disc of images in this pack. Please reference the Joggins Fossil Institute if using any of our images.

This kit should be used in accordance with your own institute/organisation's policies and protocols and you may copy and use any information printed in this document.

We have individual contact details for our key staff, so if you have a specific enquiry, it can be directed to the right person to assist you.

If you would like to arrange a visit or interview, please contact us in advance and we would appreciate it if you would send us a copy of your article prior to print so that we can check that it is factually correct for you. A copy of the final, printed article would also be appreciated.

Thank you for your interest in the Joggins Fossil Cliffs and we look forward to reading your editorial.

Sincerely,

Jenna Boon, Director
Joggins Fossil Institute



1. THE JOGGINS FOSSIL INSTITUTE – CONTACT INFORMATION

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2. THE JOGGINS FOSSIL INSTITUTE – ABOUT

The Joggins Fossil Institute is a [non-profit organisation](#), which was developed to aid in the promotion, development and management of the Joggins Fossil Cliffs and to protect, conserve, present, and transmit to future generations the values of this wonderful place.

The Joggins Fossil Institute will be a world leader in communicating research (and the collections of the Province of Nova Scotia) to increase understanding of the natural diversity in the Carboniferous Period and protecting and conserving the natural fossil heritage.

OUR VISION

The aim of the Joggins Fossil Institute is to hold for the benefit and education of humanity a collection and a geographic site representative of the Carboniferous Period and ensure that the site and collection is conserved and safely studied and exhibited. The Joggins Fossil Cliffs provide engaging visitor experiences that inspire wonder and build an understanding of the natural world.

OUR VALUES

The Joggins Fossil Institute values its key assets including its collection, its people, its land base, its infrastructure and its interaction with the community at large. The core values of the Joggins Fossil Institute are:

- Life-long discovery and learning through its research, collections and programs.
- Respect for people including, but not limited to, visitors, employees, volunteers & partners
- Effective communication, innovation and action
- Socio-economic development through a sustainable management regime that protects the site's value in contributing to human welfare and environmental health

USE OF OUR LOGO



Permission must be sought from the Joggins Fossil Institute to use the Joggins Fossil Cliffs logo, which was designed by [MT&L, PR Ltd.](#)

The logo is representative of the geology of the cliffs, with their stratified layers as well as depicting a footprint of *Hylonomus lyelli*, one of the site's most infamous discoveries.



The logo must not appear any smaller than 12mm and must be used with both the UNESCO and World Heritage logos.

3. THE JOGGINS FOSSIL CLIFFS

STATEMENT OF OUTSTANDING UNIVERSAL VALUE

The classic coastal section at Joggins, Nova Scotia, is of outstanding universal value. It contains an unrivalled fossil record preserved in its environmental context, which represents the finest example in the world of the terrestrial tropical environment and ecosystems of the Pennsylvanian 'Coal Age' of the Earth's history.

ABOUT THE PROPERTY

- The property at Joggins comprises 14.7 kilometres of coastline along the tumultuous [Bay of Fundy](#).
- This magnificent setting is home to what Sir Charles Lyell described as “the finest exposure in the world” of the rocks and fossil record of the [“Coal Age”](#) of earth history.
- Typically more than 30 metres in height, the alternating grey and reddish-brown cliff-faces drop abruptly to a rocky beach composed of cobbles and boulders culled from the cliffs above.
- This border of cliff and beach, periodically submerged by the ocean tides, is crossed by a series of bedrock reefs. The Bay of Fundy tides, the highest in the world, withdraw twice daily to expose hundreds of metres of shoreline.
- Preserved *in situ* at Joggins, “Coal Age” trees stand where they grew, the footprints of creatures are frozen where they once walked, the dens of amphibians are preserved with remnants of their last meal, and the earliest reptiles remain entombed within once hollow trees.
- Nowhere is this record of plant, invertebrate and vertebrate life within now fossilized forests rendered more evocatively.
- The fossil record includes species first defined at Joggins, some of which are found nowhere else on earth. It was here that [Sir Charles Lyell](#), with [Sir William Dawson](#), founder of modern geology, discovered tetrapods — amphibians and reptiles — entombed in the upright fossil trees.
- Later work by Dawson would reveal the first true reptile, [Hylonomus lyelli](#), ancestor of all dinosaurs that would rule the earth 100 million years later. This tiny reptile serves as the reference point where animals finally broke free of the water to live on land and became the provincial fossil of Nova Scotia.
- This evolutionary milestone recorded at Joggins remains pivotal to understanding the origins of all vertebrate life on land, including our own species.

4. THE JOGGINS FOSSIL CLIFFS – WORLD HERITAGE SITE

THE NOMINATION PROCESS

- In 1989, the Nova Scotia government designated Joggins a protected site under its Special Places Protection Act. In 1996, [CREDA](#), and later, the Joggins Fossil Institute, united local residents, scientists, and all three levels of government to work towards the goal of having the famous Joggins Fossil Cliffs named a [UNESCO](#) World Heritage Site.
- World Heritage Sites are cultural or natural properties recognized and protected because of their outstanding value to humanity. Inscription on the World Heritage List will ensure that the Joggins Fossil Cliffs earth science interests are properly recognized both in their own right and because of their important role within the region's history and culture.
- In January 2007, the Joggins case was presented to UNESCO. To support their bid, the Joggins team was required to compile an extensive, multi-volume dossier for review on UNESCO's behalf by the [IUCN](#) (World Conservation Union) and their independent experts.
- As part of an 18-month investigation, the Joggins Fossil Institute hosted the IUCN Field Mission in October 2007, where representatives of the World Conservation Union (IUCN), a UNESCO Advisory Body, visited and evaluated the nominated property.

THE INSCRIPTION OF THE PROPERTY

- The decision of the World Heritage Committee was announced on 7th July 2008.
- The members of the committee agreed unanimously that the Joggins Fossil Cliffs should be inscribed onto the list.
- The nomination of the Cliffs was described as the "most complete" nomination ever received by the World Heritage Committee and that it should be used as an example by properties, which will be submitting nominations in the future.
- The Joggins Fossil Institute must now provide regular reporting to World Heritage on the management and conservation of the site on a regular basis. The site *IS NOT* managed by UNESCO.

FURTHER INFORMATION

Follow the link below to find more information, to visit the Joggins Fossil Cliffs pages on the World Heritage web site and to learn more about World Heritage in a global context.

[UNESCO World Heritage - Joggins Fossil Cliffs Official Documentation](#) – (Site number 1285)

5. THE JOGGINS FOSSIL CLIFFS - SCIENCE

ZONING OF THE PROPERTY

- The Joggins Fossil Cliffs encompass almost 15km of coastline, much is privately owned land and access to the beach is with permission of the landowners.
- Fossil Cliffs “buffer zone” goes inland 30 km, which restrains development.

HISTORY OF SCIENCE AT THE CLIFFS

- Abraham Gesner, the inventor of kerosene, studied in Joggins in the 1830's
- Sir Charles Lyell visited Joggins In 1842 and 1852
- Charles Darwin writes about the cliffs (not mentioned specifically by name) in his book “On the Origin of Species”
- Sir William Dawson researched the Joggins Fossil Cliffs from the 1850's-1880's

Sir William Logan mapped the cliffs in 1843 for the first project for the newly formed Geological Survey of Canada

QUICK SCIENCE FACTS

- 200 species of fossils discovered here
- Oldest known reptiles in the world (*Hylonomus lyelli*) were discovered here
- Oldest known land snails (*Dendropupa vetusta*) were also discovered here
- *Dendropupa* is mentioned and Joggins is described in *On the Origin of Species* by Charles Darwin
- Fossils of terrestrial animals helped to diffuse the debate surrounding the origin of coal, showing that coal formed on land, rather than in the water
- 315 million year old *in situ* fossil forests from the Carboniferous Period
- Fossil tetrapods entombed inside fossilised trees spark debate on how they came to be in there – did they den inside hollow trees, or did they get trapped in them?
- Large amount of trace fossils (footprints, trackways etc) preserved
- Tracks of the largest land invertebrate in the world (*Arthropleura*) are found here
- Coal was mined here from 1700-1961

- A large amount of fossil material is housed in the British Museum of Natural History and the Redpath Museum at McGill University where Sir William Dawson was Principal for 38 years
- Scientific research is still being carried out by leading scientists around the world after 180 years

RESEARCH

- Research at Joggins has primarily fallen into four broad categories:
 - Paleontology and Evolutionary Theory
 - Sedimentology and Stratigraphy
 - Basin Evolution
 - Paleoecology
- Scientific research is still being carried out by leading scientists around the world after 180 years
- Current research includes environmental reconstruction, trackway taxonomy, dendrochronology, and evolution of flora and fauna

PUBLIC EDUCATION AT JOGGINS

- We are committed to delivering high-quality educational programming to visitors so that they may appreciate the site, World Heritage, Geology and Paleontology in general and related to the Carboniferous Period, the ecology of the Bay of Fundy, and environmental impacts and climate change
- The Joggins Fossil Centre hosts kid's camps, school/university field trips (of all ages) and tour groups
- Our educational programming is tailored specifically to each group and we work with organizers to meet their learning outcomes. We also offer activities that are based on Nova Scotia's provincial curriculum

6. THE JOGGINS FOSSIL CENTRE

ARCHITECTS AND CONTRACTORS

The Joggins Fossil Centre was designed by [WHW Architects](#) of Halifax and the building contractor was [Pomerleau](#) Construction of Quebec.

GREEN FEATURES

The Visitor centre was built upon a brown field site reclaimed from the mining industry. Much remediation has happened on site and there is an on-going landscaping programme, featuring species native to the Acadian Forest region, to enable the eventual naturalisation of the site and reduction of the impact of visitors to the local environment and community.

The building has many innovative features that help keep energy and resource use to a minimum:

- A 50 kilowatt wind turbine generator supplied by [Eon Wind](#)
- A solar heating system to preheat hot water, thereby reducing the building's ecological footprint
- Passive solar heat and light collection by special Solera glazing units.
- A green (grass) roof, which minimises heat loss, improved insulation and assists with water collection. We use the water from the roof run-off to flush our toilets and water our plants.
- Electronic self-closing faucets and waterless urinals which together will reduce water consumption by approximately 30% along with the use of dual flush valve water closets that will reduce water usage
- Chemical free and minimal invasive [landscaping policy](#)
- Priority parking for more environmentally friendly vehicles

LEED ACCREDITATION

The Joggins Fossil Centre is currently undergoing the registration and certification process for [LEED](#) accreditation.

We are aiming for Gold Accreditation but would like to join the other 10 projects in Canada, which have achieved Platinum.

7. AWARDS & ACCOLADES

2007 EXCELLENCE IN COLLABORATION

The Joggins Fossil Institute was winner of the *Excellence in Collaboration* award at the Nova Scotia Department of Economic Development 2007 Celebrating Communities Conference.

The Joggings Fossil Institute is a story of successful collaboration, and history in the making. Launched in 1996, the Institute has united local residents, scientists and all three levels of government in an effort to make the famous Joggins Fossil Cliffs a UNESCO World Heritage Site. The Institute's UNESCO submission also has a community development component — a new 13,000 square-foot environmentally-friendly interpretative and research centre that will open this fall. Featuring shops, restaurants, interpretative displays and research facilities, the Joggins Fossil Centre will bring tourists and scientists to Cumberland County to explore our planet's distant past.

2007 LIEUTENANT GOVERNOR'S AWARD FOR ARCHITECTURE

The Joggins Fossil Centre received this retrospective award for outstanding architectural excellence in September 2008.

The Lieutenant Governor, the Honourable Mayanne Francis O.N.S. presented the Joggins Fossil Institute's Director, Jenna Boon, Chairman, Gerald Read and WhW Architects with the award.

The award recognised the building's design and inspiration, the steps integrated into its design, which ensured its energy efficiency and environmental impact minimalisation.

2008 TIANS TOURISM INNOVATOR AWARD

The Tourism Innovator Award recognises innovation that enhances Nova Scotia's unique tourism product mix. This award was presented to the Joggins Fossil Cliffs by TIANS (Tourism Industry Association of Nova Scotia) at their annual Tourism Summit.

The beautiful Nova Scotia crystal award was collected by the Joggins Fossil Institute's Director, Jenna Boon and Chairman, Gerald Read and was presented by the Lieutenant Governor of Nova Scotia, the Honorable Mayanne Francis O.N.S.

The award citation noted the "group of committed stakeholders" who worked toward the UNESCO designation and that "the experience offered here to visitors is comparable to the greatest wonders of the world".

2008 CNTA ATTRACTION OF THE YEAR AWARD

The Central Nova Tourist Association presented the Joggins Fossil Cliffs & Centre with the 2008 Attraction of the Year Award at their Annual conference in March 2009.

The award recognises past accolades of both the Institute and the Property and the "on-going media coverage" that the Joggins Fossil Cliffs had brought to the region.

The award was received by Melanie Cookson-Carter, Operations Coordinator for the Joggins Fossil Institute.

SHORT LISTED AWARDS

Virgin Holidays Global Responsible Tourism Award 2008

Progress Magazine Marketer of the Year Award 2008

