



Sobey's Donation of Land Reaches News Media Across Canada

August 22, 2017 [Halifax, NS] – On August 15th we announced the generous donation of land on the St. Mary's River by David and Faye Sobey. The newly protected site called Mitchells Pool, protects 30 acres of important habitat for endangered species and builds on the Nature Trusts conservation work along one of Nova Scotia's most ecologically rich rivers. (Read the full story [here](#))

The story grabbed the attention of media across Canada and we were excited to see this story picked up by approximately 20 different media and reaching an estimated 500,000 individuals. This story provided much-needed good news in the conservation world along with showcasing the generosity of a Nova Scotian family whose name is familiar to most across the country.

For further reading and watching, here is a list of some of the coverage that the story obtained:

TV

[CTV Live at 5](#)

[Global News Morning Show](#)

[CBC North](#) – In Inuktitut, a first for the Nature Trust!

Newspaper

[The Chronicle Herald](#)

[The News](#)

[Global Online](#)

[CBC Online](#)

[The Advocate](#)

Similar stories also appeared in: Times Colonist (Victoria, BC), Medicine Hat News, MetroNews Toronto, Humboldt Journal (SK), The Telegram (St. John's, NL)

Radio

[98.9 X FM](#)

[101.5 The Hawk](#)

Other coverage included: 94.1/97.9 and 95.7