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Popular Nova Scotia Lobster Crawl set to return in February 2022

Bridgewater, Nova Scotia - After having pressed pause on their 2021 Festival, South Shore Tourism Cooperative announced today that the month-long February festival, the Nova Scotia Lobster Crawl, will once again be back in 2022. Banding together with tourism industry partners, the fourth edition of the Festival is anticipated to be a warm and welcomed invitation to enjoy winter in Nova Scotia.

Taking place during the height of the region's lobster season, South Shore Tourism Cooperative President and GM at Best Western Plus Bridgewater, Joanne Cooper, says the festival will offer dozens of delicious lobster and lobster-related experiences but with the area's reputation as the 'banana belt', there will be dozens of winter-related events, packages and adventures. "As in the past, Lobster Crawlers will once again be invited to sip, savour and stroll the nearly 250 km stretch along the South Shore in communities from Barrington, the Lobster Capital of Canada, to Peggy's Cove and all ports in between" says Cooper.

Taking place in February, the Nova Scotia Lobster Crawl was created to not only help entice locals out of hibernation, but to strengthen the region's year-round tourism appeal. Debunking the myth that businesses and attractions are closed in the winter months, this festival continues to not only demonstrate the region is OPEN but that there are many exciting and fun experiences to be had, and according to Cooper, "that's a win-win for Nova Scotians and the tourism industry operators especially now following the impacts of COVID-19".

While the long-range goal of the Festival remains to attract guests from beyond Atlantic Canada, organizers say they're looking locally for 2022. With sights set on stay-cationing couples and families, organizers expect to see record numbers of Nova Scotians participate in more than 100 festival offerings across six categories that celebrate the region's heritage, culture and showcase winter, on the South Shore.

South Shore Tourism's Coordinator, Stephanie Miller Vincent, suggests that Lobster Crawlers are in for a real treat, but while they wait for February to arrive, they are busy working with businesses and organizations as they plan and register their events to be a part of the festival.

From guided hikes and picnics on the beach to tastings and artisan workshops, overnight getaways perfect for Valentine's Weekend or Nova Scotia Heritage Day, there will be live entertainment and hands-on exhibits at museums and even tours of lobster pounds. Lucy the Lobster is expected to crawl out of the ocean on Groundhog Day again in search of her shadow on Cape Sable Island, while restaurants will vie for the title of 'Best Lobster Roll' in the Lobster Roll-Off on February 6th.

Miller Vincent says their partners are being creative, collaborating with their neighbours. "We have six categories of events including Sip and Savour Culinary Events; Tours and

Experiences; Arts, Culture and Live Performances; Overnight Packages and Getaways; Outdoor and Sporting Events; and the very popular Lobster Rolls” says Miller Vincent suggesting “there really is an opportunity for all businesses who want to leverage Lobster Crawl to help boost their winter appeal and business levels, their only limitation is their imagination.”

In addition to inviting businesses and organizations to be a part of the schedule of events, South Shore Tourism, has issued an RFP, a Request for (Event) Partners, to assist them in hosting a series of Signature Events for the Lobster Crawl.

With deadlines approaching in December, for more information on how to register your business or organization for the Festival or submit a proposal in response to their RFP, contact Stephanie Miller Vincent at southshoretourism@gmail.com or visit the festival website at lobstercrawl.ca.

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