

a strategy to ensure sustainability of the Interpretation Centre that will also provide economic benefit to the region by utilizing the Reserve as a resource - an anchor! We have come to the realization in a small area of our small, yet beautiful, Province that our unique and geological history can reap benefits! Its preservation and promotion through educating our youth through programs and activities, and of course engaging the general public/tourists, creates an interest to visit - extending facts in the field of geology, extending a stay in the area!

Fortune's proximity to the French Islands of Saint Pierre and Miquelon is a competitive advantage for us - with a steady stream of tourism traffic waiting to board a ferry. Many of these tourists explore the area, and acquire points of interest from the Visitor Information Desk housed in the Centre.

We are encouraging visitation to these sites and are eager to capitalize on lengthening stays in the area and our Province, increasing economic development for many small businesses. To do this, we need to be creative in providing information and development-quality educational programs.

Geoheritage, education and tourism: the Fortune Head Interpretation Centre

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Fortune Head ECO Friends, a not-for-profit organization, became incorporated in May of 2007 to provide advice and direction pertaining to the ongoing operations of the Fortune Head Interpretation Centre located in the town of Fortune, NL. The Board's mandate is to educate and preserve the significance of the Fortune Head Ecological Reserve (located 1.6 km west of the town), which contains the Global Stratotype Section and Point from the Precambrian Era and the Cambrian period. Professionals have referred this fossil find as the golden spike - making it unique to the entire world because it's accessible, easy to relate to other similar sedimentary rock formations elsewhere in the world, and shows a thick, unbroken sequence of trace fossil types.

The aim of the organization is to develop and implement