



Welcome



Welcome to the Go Girl! Festival Toolkit!

Go Girl! is a project that is used to support and encourage girls to pursue sport and active lifestyles. It originated in Alberta, and was imported to Fredericton, NB in January 2005. New Brunswick's first ever Go Girl! event, was hosted by Sport NB, Canadian Sport Centre Atlantic and LocalMotion. With funding assistance from the GO NB grant program, the partners were able to make the Festival a success.

With the positive feedback we received, and the potential that is expected through this kind of programming, Sport NB has taken the lead in developing this toolkit to be shared amongst interested groups whom would like to organize and host an event of their own. So, between November 2005 and March 2008, the Go NB grant program has allocated funds to ensure that Go Girl! projects can become a reality in every region of New Brunswick.

For more information on how to apply for a Go Girl! GO NB Grant, please contact Jane McKeowan, Go Girl! Provincial Coordinator-Go NB Initiatives with the Department of Wellness, Culture and Sport.

Her contact information is as follows:

Email: Jane.McKeowan@gnb.ca

Tel. (506)453-3732 Fax. (506)453-3384

Finally, our special thanks go to the Department of Wellness, Culture and Sport and Sport Secretariat and to Sport Canada for all of the funding and support in the implementation of this wonderful program. We hope that you will find this Toolkit to be a helpful resource in planning your own Go Girl! Festival.

Sincerely,

Nicole Smith
Executive Director



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How to use this toolkit



The Toolkit was designed to help various groups whether they include physical education teachers, parents, coaches, School Communities in ACTION committees, sport councils, recreation councils, etc. in organizing an event in your region.

In the toolkit you will find:

- background information on why projects like this are beneficial to girls;
- templates for organizing a GO GIRL! festival - big or small - in your area;
- sample registration forms for session leaders;
- sample letters; and
- sample brochures.

These items are designed to help guide you. However, please feel free to adapt the documents to meet your needs.

As well, at the back of the Toolkit, you will find an application form for a grant to support your GO GIRL! Festival. Grants may be available from the GO NB – Sport Participation for Children and Youth Grant Program.



Vision Statement



Go Girl! is a program that was created to provide girls the opportunities, inspiration and support to participate in sport, recreation, and physical activities. This program is inclusive, does not require any prior knowledge or skill, and is designed to empower girls to become and remain active.

Whether the program is delivered as a one-day festival, a series of weekly activities, or held for one particular school, the premise must remain the same - providing girls with sport, recreation and physical activity instruction, knowledge, practice, encouragement and information.

By creating a safe, secure and positive environment, every girl who attends a Go Girl! festival may truly benefit from the power of knowledge, confidence, support and an active lifestyle.

Julie Coldwell



What is a Go Girl! Festival?



What is the Project?

Go Girl! is a project that will encourage girls to pursue sport / physical activities and an active lifestyle. The project revolves around a festival whereby girls are invited to “see and try” a variety of sport and physical activity pursuits and to access resources on these and other physical activity options. In addition, the participants will be provided with information sessions and resources dealing with nutrition and wellness issues.

What are the Expected Outcomes?

As a result of attending the Festival, the girls will have:

- tried a range of sport and physical activity pursuits;
- received information on where to further pursue activities of choice;
- received information dealing with nutrition and wellness issues;
- provided feedback on their sport and physical activity preferences to program providers; and
- had a fun, safe, and enjoyable experience.



Why host a Go Girl! event?



Despite significant growth in the area of advocacy for the advancement of women and girls in sport and physical activity, studies are consistently showing alarming statistics for both fitness levels and participation rates for girls.

Physical inactivity has become an increasingly alarming situation in the Province of New Brunswick. In 1998, 31.6% of the population participated regularly in sport, and of that population only 25% were women (statistics Canada, 1998 General Social Survey). According to CAAWS (2002), girls and women are less active than boys and men and do not participate in as many sport and physical activities. Additionally, 62% of Canadian girls are not considered active enough for health benefits, and they become less active as they grow. Beginning at the young age of 12, girls' involvement in physical activity declines steadily, where only 11% were still active by age 16-17 (Fenton, 2000). Furthermore, 56% of girls between the ages of 5-12, and 70% of teenage girls were not active enough (CAAWS, 2002).

It is also known that female high-school athletes are 92% less likely to get involved with drugs, and are 89% less likely to get pregnant when they are involved in sport (Sport Matters, Online). They are also three times more likely to graduate from high school than their non-athletic peers.

How big or small can my Go Girl! Festival be?

Be creative and adapt a festival to meet the needs of your community. As long as your event allows participants to sample a variety of activities, how it looks is up to you!

You could:

- Host the event at a school, a recreation facility or other suitable location
- Host it for one school only or several schools
- Host it during the week or a weekend
- Host a full day event of activities
- Host a ½ day event of activities
- Host a series of sessions over a period of time, i.e. 6 weeks with a different activity each time.



What tasks need to get done?



Suggested Roles and Responsibilities: Task and Sub-Committee Areas

Tasks are recommended to be divided under the following headings. However, it is important to remember that the following is simply a “menu” of ideas. Depending on the size and format of your event, you may need any number of volunteers and committee members. It all depends on the amount of time and effort you have available to plan the event!

1. Program
2. Venue
3. Food
4. Equipment
5. Displays/Educational Information
6. Finances/Sponsorship
7. Registration
8. Publicity/Promotion

Potential volunteers for these roles can be recruited through Universities, community groups, leadership groups, local sports teams... the possibilities are endless (See Appendix C).



Tasks for each sub-area are as follows:



1. Program

- Set date
- Determine its title
- Decide on values, key concepts, session content, session length, # of sessions, and general organization of sessions.
- Book activity leaders (See Appendix A & B)
- Develop session leader's package
- Determine requirements for space/equipment
- Give program outline to other committees
- Plan speaker's gifts and script for actual event

2. Venue

- Set facility parameters
- List potential local venues: pros and cons
- Check availability and costs
- Book the preferred site
- Plan set-up of venue
- Plan equipment with respect to space available
- Ensure venues are accessible for persons with a disability



Tasks for each sub-area are as follows:



3. Food

- Set plan for food (nutritious/easy access, etc)
- Determine menu/costs
- Discuss with Finance Committee
- Determine who will supply the food and place order
- Give set-up needs to Venue Committee
- Coordinate the food on Festival day

4. Equipment/First Aid

- Prepare forms for other committees
- Find suppliers and determine budget
- Ensure system meets the requirements of the other committees
- How will communication at the event be done in case of emergency?
- Arrange a first aid station



Tasks for each sub-area are as follows:



5. Displays/Educational Information

- Develop promotional/sign-up material (See Appendix D)
- Develop mailing list and distribute invitations
- Develop system for confirmation of displays
- Give equipment needs to Venue Committee
- Plan set-up and take down for the event

6. Sponsorship/Finances

- Make a budget plan
- Apply for a Go Girl! Grant (See Resources on page 25)
- Provide each committee with a budget
- Determine which sponsors are suited to work with which committees
- Approach and confirm sponsors (See Appendix D)
- Ensure recognition and special thanks are given to sponsors
- Keep track of all receipts to make certain funds are used correctly
- Pay outstanding invoices
- Produce a statement of final expenditures



Tasks for each sub-area are as follows:



7. Participant Registration (See Appendix E, F)

- Develop procedure for registration (when, where, how?)
- Find location for registration desk
- Input registrations into spreadsheet
- Develop a check-in procedure for the event
- Give a form of identification for participants, special guests, session leaders and volunteers

8. Publicity

- Make a promotional plan (targets, means, and dates)
- Put the promotional plan into action (See Appendix G)

9. Evaluation

- Develop a plan to make sure the outline is followed and the organizing committee is making progress / achieving its goals
- Develop a survey for the girls to complete at the event (template to be provided to successful grant applicants)
- Assess the event (template will be provided)
- Complete an evaluation report (report form will be provided)

Go Girl! Sample Budgets: Day Long Event



	Sample 1	Sample 2
Expenditures:		
Keynote Speaker expenses	\$100.00	in-kind
Instructors:		
Lunch/Snacks	\$200.00	in-kind
Photocopying	\$100.00	\$50 and electronic distribution
Facility Rental:		
Gymnasium Rental	\$100.00	in-kind
Sound System Rental	\$100.00	supplied by school
Participants kits and door prizes	\$250.00	\$ 50.00 & in-kind
Publicity	\$200.00	\$100.00 <i>electronic and in-school</i>
Volunteer T-shirts	\$200.00	\$100.00
Total Expenses:	\$1250.00	\$200.00
Revenue:		
Participant fees (\$5/person/50 people)	\$250.00	\$0
Sponsors	\$325.00	in-kind
GO NB grant	\$675.00	\$200.00
Total Revenue:	\$1250.00	\$200.00



Appendix A



Go Girl! Festival

Supporting sport and physical activity for girls

Session Sport and Physical Activity Session Leader Registration Form

Name: _____

Contact Information: _____

Sport/Activity: _____

Availability: _____

Thank you for your participation as a sport/physical activity leader at the Go Girl! Festival. The following will provide you with most of the information you will need for your session(s) to run smoothly. If you have further questions please contact _____.

- The event runs _____ date _____ location _____ time.
- We ask that you be at the site 30 minutes prior to your session(s) to ensure you have the necessary set up time.
- There will be _____ (#) sessions during the day. Each session is to last 45 minutes and is to include an introduction to the activity, an opportunity to try the activity and where possible, receive information on how to continue participation in your sport/physical activity following the event.
- Reminder: Many of the girls will have a less active background and we would ask that you keep this in mind as you plan your activities. The girls will also be attending other sport/physical activity sessions and we want to make sure they can last the day.



Appendix B



Go Girl! Festival

Supporting sport and physical activity for girls

Sport and Physical Activity

Session Information Form

Please complete this form and return it by _____ via email or fax to
_____ name _____ fax _____ email.

Thank you in advance.

Contact Information

Organization:

Session Leader Name (s):

Phone:

Email:

Session title:

Brief Description of the Session:

Equipment/Space Needs:

Information on how girls can participate in your activity after the Go Girl!
Festival

___ Yes we will bring brochures

___ Yes we can provide a door prize

Appendix C



Can be modified by Sport NB, in French and/or English, to suit your specific needs.

January 22, 2005 **Time: 9:00am-4:00pm**

GoGirl!

girl

2005

Volunteers

Become part of an amazing experience where teen girls are invited to get active in a variety of exciting sport and physical activity pursuits!

GoGirl! Is an energy packed one day ACTIVE event for girls in grades 9-12 in Fredericton. Come and be part of the ACTION and join other girls in an opportunity to participate in an amazing variety of sport, recreation, and active living.

We need volunteers to help with registration, lunch, set-up, take down, organizing and much more! YOU have something to offer ... so come out and help!

For more information, or to become involved, please contact Julie Coldwell at 451-1329 (julie.coldwell@unb.ca) or Kara Grant at 452-1582 (nscacf@nb.aibn.com)

*Saturday, January 22
9:00am-4:00 pm
Fredericton High School
Fredericton NB*



Appendix D



Sponsor Letter/Display Opportunity Letter Sample

On _____(date) approximately _____(#) girls will attend a 'Go Girl!' program right here in our community! Throughout the day, the girls will sample a diverse array of physical activities they could pursue, as well as information related to their health and wellness.

We have reserved space for organizations and businesses such as yours to take part and provide information for the girls. The event will begin at 9:00 a.m. and run through until 5:00 p.m. We also ask that you have your information available until at least 4:30p.m. If you are interested in taking part in this great initiative to allow women important physical activity opportunities, please complete the following form. If you require further information, please do not hesitate to contact:

Organization Name: _____

Contact: _____ **Phone:** _____

E-mail: _____ **Fax:** _____

Mailing Address (include postal code): _____

Type of display: ___ Brochures ___ Display (alone) ___ Display (with person (s))

Requirements: ___ Table ___ Electrical ___ Other

Prizes:

___ Yes, we will be able to supply the following door prizes _____

___ Yes, we have something to add to participant kits (e.g. tattoos, stickers, etc)

Please return this form ASAP to:



Appendix E



Can be modified by Sport NB, in French and/or English, to suit your specific needs.

January 22, 2005 **Time: 9:00am-4:00pm**



GoGirl!



GoGirl! Is an energy packed one day ACTIVE event for girls in grades 9-12 in Fredericton. Come and be part of the ACTION and join other girls in an opportunity to participate in an amazing variety of sport, recreation, and active living.

Teen girls are invited to get active in a variety of exciting sport and physical activity pursuits. Try Volleyball, Yoga, Football, Triathlon, Weight Training, Judo and much more!!!!

*Saturday,
January 22,
2005
9:00 am-
4:00 pm
Fredericton
High School*



Please watch out for more registration information! If you have any questions, please contact Julie Coldwell at 451-1329 (julie.coldwell@unb.ca) or Laura Swift Christie at 452-1582 (nscacf@nb.aibn.com)





Appendix F



Can be modified by Sport NB, in French and/or English, to suit your specific needs.

About Go Girl

GoGirl! Is an energy packed one day ACTIVE event for girls in grades 9-12 in Fredericton. Come and be part of the ACTION and join other girls in an opportunity to participate in an amazing variety of sport, recreation, and physical activities.









An Action Packed One-Day Active Event for Girls in Grades 9-12





Location:
Fredericton High School
Time:
9:00 AM-4:00 PM
Date:
January 22, 2005
Cost:
\$5.00 (includes lunch)
Donations will also be taken at the door for the Tsunami Relief Fund





Appendix F cont'd



Schedule		How To Sign Up	Registration																													
Time	Go Girl! 2005- Schedule	<ul style="list-style-type: none"> Contact Sandra de Graaff at (506) 451-1320 Mail or Drop Off Registration Form and money to 900 Hanwell Road, Ste. 13, Fredericton, NB E3B 6A3 Fax Registration Form to (506) 451-1325 and send in your money (your registration will only be accepted once payment is received) Hand in Registration Form and money to your Physical Education Teacher 	Please fill in your session choices according to preference by indicating Session code name below:																													
9:00-9:45	Kick Off! Registration, Warm-Up																															
10:00-10:45	Session 1			<table border="1"> <thead> <tr> <th>Time</th> <th>1st</th> <th>2nd</th> <th>3rd</th> </tr> </thead> <tbody> <tr> <td>10:00-10:45</td> <td></td> <td></td> <td></td> </tr> <tr> <td>11:00-11:45</td> <td></td> <td></td> <td></td> </tr> <tr> <td>12:00-12:45</td> <td colspan="3"><i>Lunch and Speaker</i></td> </tr> <tr> <td>1:00-1:45</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2:00-2:45</td> <td></td> <td></td> <td></td> </tr> <tr> <td>3:00-3:45</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Time	1st	2nd	3rd	10:00-10:45				11:00-11:45				12:00-12:45	<i>Lunch and Speaker</i>			1:00-1:45				2:00-2:45				3:00-3:45			
Time	1st		2nd	3rd																												
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1:00-1:45																																
2:00-2:45																																
3:00-3:45																																
11:00-11:45	Session 2																															
12:00-12:45	Lunch and Speaker																															
1:00-1:45	Session 3																															
2:00-2:45	Session 4																															
3:00-4:00	Cool Down, Feedback, Wrsp-Up																															
		Name: _____ Phone #: _____ Email: _____ Age: _____ School/Grade: _____ Special Medical Information: _____ _____	<p>Please remember to wear comfortable gym clothes and shoes</p> <p>Cost: \$5.00 (including lunch)</p> <p>Payment Method</p> <p><input type="checkbox"/> Cash <input type="checkbox"/> Cheque</p>  																													



Appendix G



Sample press release

Press Release
For immediate release

include date

Go Girl! Festival gives High School girls the chance to get active!

FREDERICTON: On **January 22nd, 2005** girls in grades 9-12 in the Fredericton area are invited to participate in an energy packed one day ACTIVE event at **Fredericton High School in Fredericton, NB. from 9:00am-4:00 pm.**

Go Girl! is a one-day festival whereby teen girls are invited to “see and try” a variety of sport and physical activity pursuits and to access resources on these and other physical activity options. In addition, the participants will be provided with information sessions and resources dealing with nutrition and wellness issues. Teen girls are invited to get active in a variety of exciting sport and physical activity pursuits including Volleyball, Yoga, Football, Weight Training, Judo and much more!

As a collaborative effort between Sport NB, the Canadian Sport Centre Atlantic and LocalMotion, this Go Girl! festival has been created in order to give girls the chance to learn and try sports and physical activity pursuits that they may not have otherwise experienced. As a result of attending Go Girl!, organizers hope that the girls will have:

- tried a range of sport and physical activity pursuits
- received information on where to further pursue activities of choice
- received information dealing with nutrition and wellness issues
- provided feedback on their sport and physical activity preferences to program providers; and
- had a fun, safe, and enjoyable experience.

For more information please contact Olga Organizer
Cell:123-4567 or Email: Organizer@GoGirl!.ca



Appendix H



Why “Girls Only” programming, you ask? by Beverley Siver, Executive Director, ProMOTION Plus

As I sat down to come up with a short and concise answer to this question, I realized that the answer is in fact anything but short and concise. This seemingly straightforward question has moral, ethical and legal implications, and thus there are numerous answers to it, depending on how you look at it. “Girls Only”, more accurately, female only programming exists to give women and girls access and opportunity to participate in sport and physical activity. The goal of these programs is to encourage a healthy lifestyle, provide fair competition and to improve self esteem. “Girls Only” programming is one way of working towards a more gender friendly and balanced sport and recreation system, in short a gender equitable system. Although there are individuals and organizations who are trying to move the gender equity agenda forward, it is simply not yet a reality in the sport and recreation sectors in this country.

Gender equity is the principle and practice of fair and equitable allocation of resources and opportunities to both females and males. The implementation of gender equity eliminates discriminatory practices that prevent the full participation of either gender. Equity does not necessarily mean that all persons must be treated exactly the same. Where discrimination exists, people may need to be treated differently in order to be treated fairly. In other words, because girls and women live their lives in different conditions from those of males, the creation of equal access may require different treatment.¹

“Girls Only” programming is one way to address what is a skewed system of resource distribution.

The existing inequities faced by women in sport result from of many factors. Some argue that the lower women’s participation rate is the result of choice. Others claim that women are less interested in sports than men, they don’t want to participate in certain sports, or even that they don’t want positions of responsibility in sport. In reality, women frequently do not have a real choice and are hindered by numerous and complex factors. ²

The benefits of gender equity to sport and recreation organizations include; enhancing the revenue base and increasing the market segment to which the sport appeals by fully representing the population base and tapping the resources of every member. This results in a larger, stronger and more effective organization. Taking the lead in promoting girls and women also brings prestige and support to the organization.

That girl’s and young women’s participation remains low, suggests that social and systemic barriers, e.g. the perpetuation of the stereotypes surrounding female participation in sport, domestic responsibilities, prioritization of other activities, overemphasis on competition and limited choices and opportunities are affecting their involvement.³

In order to maintain their participation in sport and physical activity in a sustainable way, women and girls require access, resources and the opportunity to engage in positive experiences and thus develop a desire to continue on in sport. Many women and girls say they want to engage in activities where they feel a strong sense of camaraderie and where enjoying themselves takes priority over competition.

“Girls Only” programming tries to provide exactly these kinds of positive experiences. And finally, the Canadian Charter of Rights and Freedoms provides for Gender Equity under the Law. Girls Only programming is an attempt to address the historically unequal distribution of resources to women and girls in sport, to overcome social and economic barriers and to facilitate the access of women and girls to a wide range of opportunities in sport and physical activity.

So, why “Girls Only” programming?

Women and girls have a moral, ethical and legal right to be active and healthy members of our society. However, if like me, you were looking for a short and concise answer, “Why Not?” comes to mind.

The ON THE MOVE handbook produced by the Canadian Association for Women and Sport and Physical Activity is the best resource for increasing opportunities and access for women and girls.

www.caaws.ca

¹ Page 4, *Towards Gender Equity for Women in Sport: A handbook for Sport Organizations*”

² Page 29, *The Roots of Inequity.*

³ Fenton et al., 1999, 2000; Humbert, 1995.



Appendix I



What does the research say about girls only programming?

- Specialized programming targeting adolescent girls has the capacity to counter several barriers that obstruct participation for this population. Of these barriers, sport and physical activity programming is seen to have the largest effect on self-esteem and body image issues, as well as other support and opportunity barriers.
- It has been reported that adolescent girls who are involved in such activities are less likely to be dependent on attention from boys for self worth, are in greater control of their sexual lives and bodies, are more empowered and competent, are less focused on what their bodies look like, are more focused on the strength of their bodies (Lehman & Koerner, 2004), have higher self-concept scores (Boyd & Hrycaiko, 1997) and have higher self-satisfaction, confidence and perceived competence (Jaffee & Wu, 1996). Through the experiences of risk taking, skill development, achievement, team affiliation and challenge, all of which are found in sport and physical activity, adolescent girls have the opportunity to develop their self-esteem and body image (Henderson & King, 1998; Jaffee & Wu, 1996). In this respect, female-only sport and physical activity programming is an excellent vehicle for offering these self-esteem and body image benefits (Henderson & King, 1998).
- Research has indicated that there is a positive relationship between extra-curricular activities and self-esteem and body image in the female adolescent population (Fenton, 2000; Henderson & King, 1998; Jaffee & Wu, 1996). Female-only programs provide a supportive environment where girls may feel comfortable to attempt new skills and participate on their own terms (Fenton, 2000; Henderson & King, 1998). Participation in programs successfully allows adolescent girls to define themselves in terms other than weight, appearance or image (Jaffee & Wu, 1996) and provides them with essential choices that ensure that their individual needs and interests are sufficiently met (Fenton, 2000; Henderson & King, 1998). Although it is recognized that there is a general lack of research in the areas of sport participation rates, drop out rates for girls and methods of improving girls' self-perceptions of physical capacity (Reid et al, 2000), programming may be successfully created in order to support the relationship between physical activity, sport, self-esteem and body image.
- In addition to the self-esteem and body image benefits, female-only programming for adolescent girls has the capacity to counter other substantial participation barriers. As previously stipulated, where gender identity issues and co-educational sporting experiences are central concerns to adolescent girls (Fenton, 2000; O'Donovan, 2003), female-only programming has the potential to encourage participants to "resist and redefine what it means to be both female and an athlete" (Malcolm, 2003, p. 1389). Additionally, this type of programming allows adolescent girls to participate in activities where they feel comfortable, have social support, feel a sense of belonging, learn in a cooperative environment (Fenton, 2000; Henderson & King, 1998), achieve goals, are assertive and proactive (Lehman & Koerner, 2004) and feel as though it is socially desirable to succeed in their pursuits (Boyd & Hrycaiko, 1997).



Resources



For more information about Go Girl! Festivals:

- Contact Kristen Warner, kristen.warner@gnb.ca or (506) 453-3787
- Contact your Sport, Recreation & Active Living Regional Consultant (Map on page 26, Directory on page 27)
- Culture and Sport Secretariat (Sport, Recreation and Active Living) website: http://www.gnb.ca/0131/sport_rec-e.asp

To apply for a Go Girl! grant:

- Fill out application form located on last page of this toolkit
- Or download a copy of the application form at: http://www.gnb.ca/0131/pdf/s/project_app_form-bi.pdf

NB Sport and Recreation Organizations

- Sport NB (Sport Directory) www.sport.nb.ca
- Recreation NB www.recreationnb.ca
- Association des Travailleurs et Travailleuses en loisir du Nouveau-Brunswick www.atlnb.ca
- Centre for Coaching Education of New Brunswick www.coachnb.com
- NB Council for Fitness and Active Living www.nbcfal.ca

NB Education

- NB Education School Directory: www.nbed.nb.ca/schooldirectory/
- Refer to School District Offices for Healthy Learners / Physical Education Mentors

Girls and women in sport

- CAAWS www.caaws.ca
- ProMotion Plus www.promotionplus.org/content/home.asp
- Atlantic girls and women in sport and physical activity www.cscatlantic.ca/e/women_in_sport/index.htm

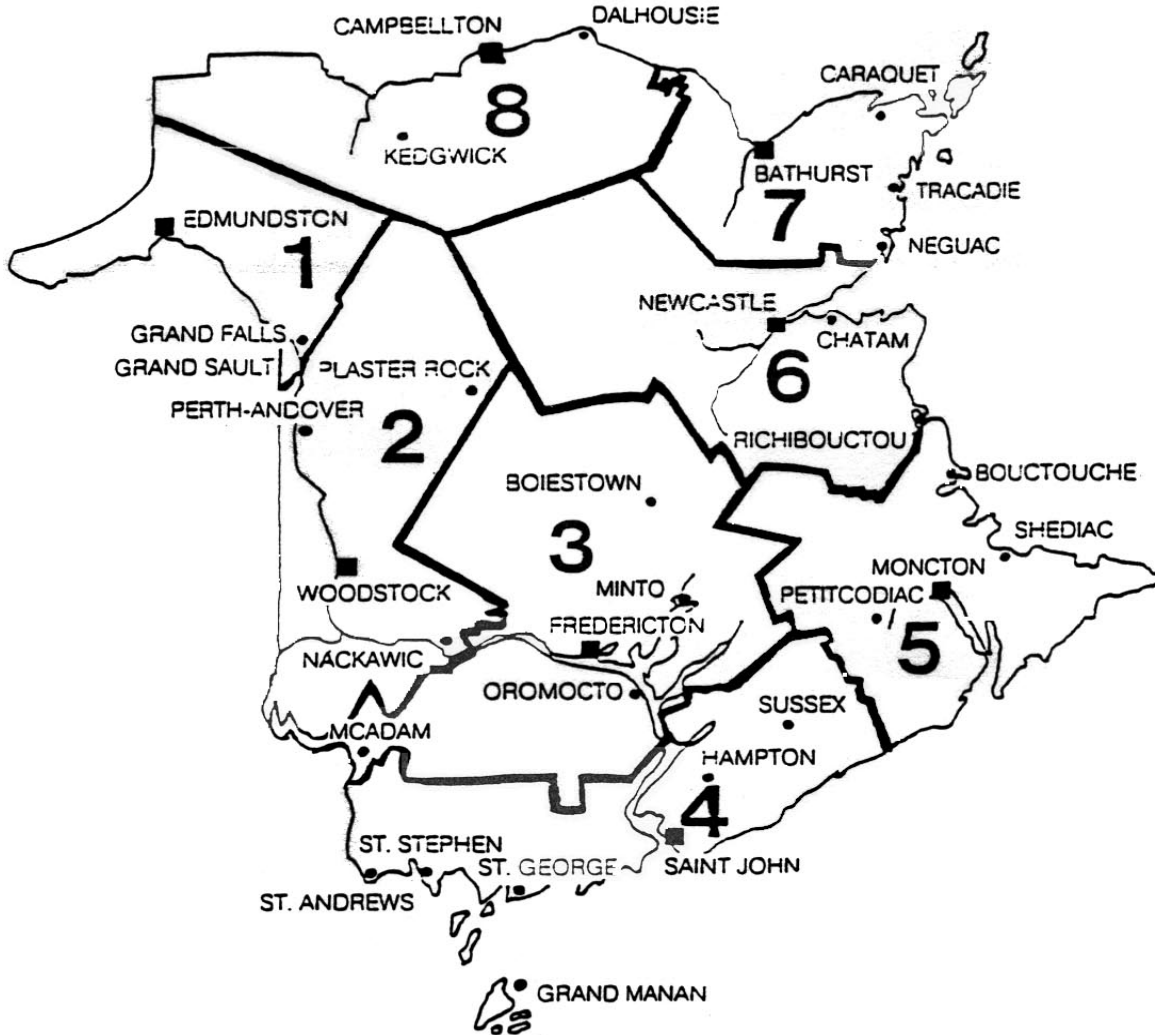
Statistics and general information on sport and recreation

- Sport Matters www.sportmatters.ca
- Coalition for Active Living <http://www.activeliving.ca/English/index.cfm>
- Canadian Association for Health, Physical Education, Recreation and Dance www.cahperd.ca
- Healthy Eating Physical Activity Coalition of New Brunswick <http://en.hepac.ehealthlabs.ca/metadot/index.pl?id=0>

Regional Map

Culture and Sport Secretariat /
Secrétariat à la Culture et au Sport

Sport, Recreation and Active Living Branch /
Sport, loisirs et vie active





Department of Wellness,
Culture and Sport
Regional Consultant Directory



<p>Region 1 (Republic) Daniel Cyr Carrefour Assomption 121 rue de l'Église, Room 317 P. O. Box 5001 Edmundston, NB E3V 3L3 Tel: 735-2279 Fax: 735-2310 Daniel.Cyr@gnb.ca</p>	<p>Region 2 (Western Valley) Kelcy Kuhn 108 Maple Street, 2nd floor P. O. Box 5001 Woodstock, NB E7M 5C6 Tel: 325-4729 Fax: 325-4934 Kelcy.Kuhn@gnb.ca</p>	<p>Region 3 (Capital) Jeffery Callaghan Place 2000, 250 King Street P. O. Box 6000 Fredericton, NB E3B 5H1 Tel: 457-4841 Fax: 453-6548 Jeffery.Callaghan@gnb.ca</p>
<p>Region 4 (Fundy) John Ferguson 490 Woodward Avenue Saint John, NB E2K 5N3 Tel: 658-2492 Fax: 658-2497 John.Ferguson@gnb.ca</p>	<p>Region 5 (South East) Roland Collette 860 Main Street, 7th floor P. O. Box 5001 Moncton, NB E1C 8R3 Tel: 856-3118 Fax: 856-3013 Roland.Collette@gnb.ca</p>	<p>Region 6 (Miramichi/Kent) René Pelletier 1809 Water Street, 3rd floor Miramichi, NB E1N 1B2 Tel: 778-6688 Fax: 778-8976 Rene.L.Pelletier@gnb.ca</p>
<p>Region 7 (Chaleur/Péninsule) Réal Savoie Agriculture Building 1425 King Avenue Bathurst, NB E2A 1S7 Tel: 547-2478 Fax: 547-2064 Real.Savoie@gnb.ca</p>	<p>Region 8 (Restigouche) Gilles Bryar 113 Roseberry Street Suite 200 Campbellton, NB E3N 2G6 Tel: 789-2387 Fax: 789-2999 Gilles.Bryar@gnb.ca</p>	<p>Provincial Contact Jane McKeowan Provincial Coordinator - GO NB initiatives Place 2000 250 King Street P.O. Box 6000 Fredericton, NB E3B 5H1 c/o Jane.McKeowan@gnb.ca</p>