

**Media Advisory  
For Immediate Release**

**PORT UNION RECEIVES PROVINCIAL HERITAGE DISTRICT DESIGNATION**

**PORT UNION, NL, July 16, 2007** – On Saturday afternoon, July 14 at the Factory/Advocate Building in Port Union, the Honourable Tom Hedderson, Minister of Tourism, Culture and Recreation, and the Heritage Foundation of Newfoundland and Labrador (HFNL), announced the designation of Port Union's Provincial Registered Heritage District and unveiled a plaque recognizing this designation.

“Historic districts are geographically defined areas which create a special sense of time and place,” says Robert Parsons, Vice Chairperson, HFNL. “Above all, an historic district of provincial significance must have a ‘sense of history’, minimal intrusive elements, and the district's historic characteristics must predominate.”

In attendance at the ceremony were the Honourable Tom Hedderson, Minister of Tourism, Culture and Recreation; Scott Simms, MP Bonavista, Gander, Grand Falls-Windsor; Roger Fitzgerald, MHA; Sid Butt, Municipality of Trinity Bay North; along with officials from HFNL and the Sir William Ford Coaker Heritage Foundation and citizens from Port Union and surrounding communities.

“The district designation and plaque unveiling represents an important part of our province's heritage,” explains Parsons. “Port Union is a monument to the commercial and social ambitions and successes of the FPU, and the only union-built town in Canada.”

Since Port Union was first conceived by Sir William Ford Coaker, and construction began in 1916, the town has represented strength and independence. Visitors to Port Union can still find the town's original layout, and many intact buildings speak to its heyday as a vibrant international port. Through the ongoing work of the Town and the William F. Coaker Foundation, the community's unique contribution to the history of the province continues to be celebrated.

Districts contribute to a town's attractiveness as a tourist destination and help package the offerings a town has for visitors. Towns interested in applying to HFNL to have an area in their respective community recognized as a Registered Heritage District can find more information online at [www.heritagefoundation.ca/districts.html](http://www.heritagefoundation.ca/districts.html) or call 1-888-739-1892 ext 2.

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**Media Contact:**

Sandy Woolfrey-Fahey, 1-888-739-1892 ext 6, [sandy@heritagefoundation.ca](mailto:sandy@heritagefoundation.ca)

**Port Union Registered Heritage District Plaque Text:**

Established in 1916 as the centrally-located headquarters of the Fishermen's Protective Union (FPU), Port Union is a physical expression of the FPU's intent to introduce a new economic reality to a centuries-old, merchant-run credit system. A planned community, Port Union visibly displays the progressive ideology of the FPU and its founder William Ford Coaker. With its systematic grouping and architectural coherence of residential, commercial, institutional and industrial buildings, Port Union is a physical manifestation of Coaker's vision for outport Newfoundland. Port Union is a monument to the commercial and social ambitions and successes of the FPU, and the only union-built town in Canada.