

## A Sample of the 2014 BIG SWIM Media Coverage

### Print/Online

Magic 949: Almost 50 Swimmers To Cross Northumberland Strait For Brigadoon. August 5, 2014.  
[http://www.magic949.ca/news\\_story.php?newsID=49722](http://www.magic949.ca/news_story.php?newsID=49722)

Moncton Times & Transcript: Big Swim Breaks Records. August 17, 2014. <https://www.telegraphjournal.com/times-transcript/story/38850281/big-swim-breaks-records>

Journal Pioneer: Fourth annual Big Swim raises more than \$300,000. August 17, 2014.  
[http://www.journalpioneer.com/News/Local/2014-08-17/article-3837705/Fourth-annual-Big-Swim-raises-more-than-\\$300,000/1](http://www.journalpioneer.com/News/Local/2014-08-17/article-3837705/Fourth-annual-Big-Swim-raises-more-than-$300,000/1)

Truro Daily News: Truro swimmer becomes youngest to cross Northumberland Strait. August 17, 2014. <http://www.trurodaily.com/Sports/2014-08-17/article-3837695/Truro-swimmer-becomes-youngest-to-cross-Northumberland-Strait/1>

Chronicle Herald - Howe Room: MLA takes plunge to commemorate friend. August 17, 2014.  
<http://thechronicleherald.ca/opinion/1230164-howe-room-mla-takes-plunge-to-commemorate-friend>

CBC News PEI: Northumberland Strait swim raises money for Brigadoon. August 17, 2014. <http://www.cbc.ca/news/canada/prince-edward-island/swim-across-northumberland-strait-raises-money-for-brigadoon-1.2738876>

Chronicle Herald: Winner breaks own record in Big Swim across Northumberland Strait. August 17, 2014. <http://thechronicleherald.ca/novascotia/1230096-winner-breaks-own-record-in-big-swim-across-northumberland-strait>

Canadian Press: Post-swim coverage. August 17, 2014. <http://www.ctvnews.ca/canada/n-s-teen-becomes-youngest-swimmer-to-cross-northumberland-strait-1.1963746>  
<http://www.bramptonguardian.com/sports-story/4763598-fourteen-year-old-swimmer-crosses-to-island/>  
<http://www.coastmountainnews.com/national/sport/271608811.html>  
<https://ca.sports.yahoo.com/news/fourteen-old-nova-scotia-swimmer-makes-swim-across-221837853.html>

Truro HubNow: Bruce was never focused on 50-year-old record. August 2014.  
[http://www.hubnow.ca/index.php?option=com\\_k2&view=item&id=702:bruce-was-never-focused-on-50-year-old-record&Itemid=3](http://www.hubnow.ca/index.php?option=com_k2&view=item&id=702:bruce-was-never-focused-on-50-year-old-record&Itemid=3)

The Daily News of Open Water Swimming: article on Hannah Fraser. August 6, 2014.  
<http://dailynews.openwaterswimming.com/2014/08/hannah-fraser-is-ready-for-big-swim.html?m=1>

The Kings County Record (Sussex, NB): Interview with Ralph Brooks. August 2014. Link not available.

### **Radio**

CBC Information Morning NS: Interview with Chris Surette and Jan-Sebastian La Pierre of "A for Adventure" about the BIG SWIM. August 20, 2014.

<http://www.cbc.ca/informationmornings/2014/08/20/our-adventure-team-takes-on-a-challenge-for-a-cause>

CBC Radio Information Morning: live interview with sisters Ruth and Mary-Helen McLeese. August 6, 2014. <http://www.cbc.ca/informationmorningsaintjohn/2014/08/06/sisters-set-for-the-big-swim/>

CBC Mainstreet Cape Breton: Interview with Samantha Ayer-Glassey. August 5, 2014.

<http://www.cbc.ca/mainstreetcb/2014/08/05/the-big-swim-fundraiser/>

CBC Radio Weekend Mornings: 4 interviews at on August 17, 2014. Clips not available.

CHSJ News: Interview with Mary-Helen and Ruth Thursday morning. August 7, 2014. Link not available.

CBC Radio: Interview with Cali Bruce August 7, 2014. Link not available.

Radio Canada in PEI: Interview with McLeese sisters. August 2014. Link not available.

Cat Country 989: Interview with Cali Bruce. August 2014. Link not available.

### **Television/Video**

CBC News: Colleen Jones' interview and time spent on the water with Cali Bruce. August 12, 2014.

<http://www.cbc.ca/player/News/Canada/NS/ID/2487231387/>

CBC News: 1<sup>st</sup> Islander to swim the strait, interview with Mary-Helen McLeese. August 17, 2014.

<http://www.cbc.ca/player/News/Canada/PEI/ID/2491669872/>

Global News Halifax: Interview with Heather McGrath & Cali Bruce. August 15, 2014.

<http://globalnews.ca/video/1509439/record-breaking-plans-for-the-big-swim>

Global News Halifax: Friends take on swim for Kirk MacLeod, Interview with Paige Rockwell & Joachim Stroink. August 14, 2014. <http://globalnews.ca/video/1508653/friends-take-on-big-swim-for-kirk-macleod>