

DISCOVER
SAINT JOHN
& THE TOWNS
& BY THE BAY



Down by the bay
Where the fog horns blow
It feels like home
Wherever you go
And when you do
You'll probably say

ENVISION
Saint John

THE
REGIONAL
GROWTH
AGENCY

Down by the bay
Where the rivers flow
We call it home
You should really go
For if you do
You might just say

Have you ever been carried
By a cable ferry?

Have you ever felt culture
like a modern sculpture?
Down by the bay

The background of the image shows a scenic view of a bay at dusk or dawn. A cable ferry is visible in the water, carrying a car. In the foreground, a large, modern, grey stone sculpture stands on a grassy area. The sky is a mix of soft pinks and blues, and the water reflects the light. A dense forest of green trees lines the far shore.

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A couple is walking away from the camera on a rocky, pebbly beach. The woman is on the left, wearing a colorful floral dress and brown boots. The man is on the right, wearing a light blue shirt, dark jeans, and a brown hat. They are walking towards a large, reddish-brown sandstone cliff that rises from the beach. The cliff has some green trees and bushes growing on its top. The sky is overcast with grey clouds. In the background, a body of water and distant hills are visible under a blue sky with some clouds.

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Down by the bay
Where the sea dogs roam
It's close to home
So why not go
And if you do
You'll want to stay,
cause...

Did you ever think
you'd rove
an enchanted cove?

Have you ever had a beer
In such an atmosphere?
Down by the bay





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Have you paddled down a river,
yeah, you can giv'er?

seen historical places on the
Kennebecasis?

Have you ever seen the shore
From on the ocean floor?

Or walked on the air
with the wind in your hair



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Have you ever cast a line
from a beach so fine?

Or ever even seen
So many trails of green?

Have you seen a city's heart,
Filled with public art?

Have you ever seen a
market...
Um... what rhymes with
market?

I don't know, but it's the
oldest one in Canada

Down by the bay





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You never know what you'll find down here, so come on,
discover Saint John and the towns by the bay.