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**For Immediate Release:**

**Jeff Farwell steps away from Steele Auto Group to make significant investment in Tourism.**

Jeff Farwell, founder of award-winning All EV Canada, sold the company to Steele Auto Group in early summer 2021. After several months as part of the Steele team, he has decided to focus his full attention on Tourism. Jeff wishes All EV by Steele great success as it continues to expand throughout Atlantic Canada.

Even during Covid, his sailing company, J Farwell Sailing, experienced a banner year in 2021. In May, he grew the company by welcoming partner Sarah Godin. They have now established themselves as a luxury brand, being showcased on Bloomberg and claiming the #1 spot on TripAdvisor.

In February 2022, Jeff Farwell and Sarah Godin will announce a multi-million dollar investment into the Tourism community. "I couldn't be more psyched about contributing to the economic growth of our province" says Jeff, "I want Nova Scotia to be globally recognized as the leader for an innovative experience economy, and this investment will do just that."

Operating on the Halifax waterfront, J Farwell Sailing is focused on providing luxury yacht sailing experiences. Offering small group charters, multi-day excursions and public sails. "When someone comes back to dock with an uncontrollable grin, that is our success - because we know that look. It's exactly how we feel about sailing"

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