



Friends of Kawartha Conservation pleased with City of Kawartha Lakes support for Blue Canoe project

(Lindsay, May 14, 2008) Friends of Kawartha Conservation are pleased that the City of Kawartha Lakes will support Kawartha Conservation's Blue Canoe project.

The City will contribute \$30,000 over 3 years for the project valued at more than \$190,000. Other contributors include Durham Region, Lakeland Alliance, Kawartha Conservation and the Friends of Kawartha Conservation, who were awarded \$73,000 through the Federal EcoAction program.

The Blue Canoe will visit over 2,000 shoreline property owners on Lake Scugog over the next 2 years to assist with projects that will help improve the water quality of the lake. This will have benefits throughout the watershed as the lake water flows through Lindsay into Sturgeon and other lakes.

"More than a brochure, the Blue Canoe project involves face-to-face interaction with shoreline landowners to address their specific concerns," said Bob Allen, Friends of Kawartha Conservation President.

The Blue Canoe project, based on science derived from the Lake Scugog Environmental Management Plan, is specific to the needs of Lake Scugog. This type of community-based social marketing activity is supported by studies indicating that it is the best way to affect change.

"I'm pleased that the City decided to join the partnership with others to support a project that will benefit our environment in the long-term," said Mr. Allen.

"It's encouraging to get all of the support needed to move forward, and hear that this kind of stewardship project could be a priority for other lakes," said Kristie Virgoe, Kawartha Conservation Manager of Environmental Protection and Restoration. "We look forward to working with the community and reporting to Council on the success of this project."

The Friends of Kawartha Conservation is a registered charitable organization that provides support to Kawartha Conservation. Friends assists Kawartha Conservation in delivering selected conservation and stewardship initiatives to protect and improve our environment for present and future generations. For more information, visit www.kawarthaconservation.com/about/friends.