

Media Alert



OFAH File: 842/420S
May 18, 2007

To Select Media

For Immediate Release

Atlantic salmon restoration gets a helping hand from volunteers and Chair of LCBO

A lost ecological treasure is returning to Duffins Creek, near Pickering, and the Ontario Federation of Anglers and Hunters is pleased to welcome some very distinguished volunteers, representing the LCBO, who are prepared to get knee-deep to help release thousands of Atlantic Salmon. **The media are invited for this hands-on fish stocking project and special photo opportunity.**

Date: May 22, 2007 -- at 10:15 a.m.

Where: Claremont Field Center, just off Westney Road north of Pickering.

Special guests: Philip J. Olsson, Chair of LCBO and Barry O'Brien, Director of Corporate Affairs, LCBO Representatives Toronto Region Conservation Authority and Banrock Station Wines.

What's happening: Fish stocking will follow a brief overview of the Lake Ontario Atlantic Salmon Restoration Program. Special guests will include representatives from Banrock Station Wines, the Ontario Federation of Anglers and Hunters, the Ministry of Natural Resources and other agencies.

Since the Lake Ontario Atlantic Salmon Restoration Program was launched last year, over half a million Atlantic salmon have been released into select Lake Ontario tributaries. As part of the program, hundreds of volunteer-hours have also been donated to stream restoration work.

Stocking Duffins Creek with Atlantic salmon is all part of a history-making conservation endeavor led by the Ontario Federation of Anglers and Hunters and its conservation partners, including Banrock Station Wines, LCBO, Ontario Ministry of Natural Resources and the Canadian Sportfishing Industry Association. Other project partners include Trees Ontario, Fishing Forever Foundation, WFN: World Fishing Network, Ontario Wildlife Foundation, Ontario Trillium Foundation, Canadian Wildlife Federation, and Fleming College.

For more information, visit www.bringbackthesalmon.ca

-30-

Chris Robinson
Atlantic Salmon Restoration Program Coordinator
(705) 748-6324
chris_robinson@ofah.org

Robert J. Pye
Communications Coordinator
(705) 748-6324
(705) 313-1700 cell