



# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## New Fundraising Initiative for Youth Program Launched “Caring for Our Watersheds™”

Taking care of the world requires more than simply talking about it. It calls for innovation, collaboration and action. We hope you'll share the importance of this fundraising initiative with your audience, as local support is key to the continued delivery of this exceptional environmental educational endeavour.

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Imagine if our youth played an active role in improving the local environment. Lower Trent Conservation has launched a new fundraising initiative in support of ***Caring for Our Watersheds™*** – a program that does just that.

***Caring for our Watersheds™*** is a educational program that was created by teachers, conservation groups, and industry to provide a real-life learning experience for elementary school youth. Students are asked to submit a proposal that answers the question, “What can you do to improve your watershed?” Participants identify a local environmental concern and a realistic solution. The top proposals, picked by community judges, compete at a final celebration for cash prizes. Then, all students are encouraged to implement their ideas. Funding and mentorship are provided.

***Caring for Our Watersheds™*** was launched in 2007 by Agrium, and has grown into an international, award-winning program with 12 contests held in North America, South America and Australia. Thanks to generous donations Lower Trent Conservation has been able to run this program locally for the past five years. Several projects have been implemented by students in local communities including: planting a shoreline vegetation buffer; and, installation of dog waste containers, battery drop off boxes, recycling bins, and most recently, water filtration “Hydration Stations” in a local elementary school.

Initial funding contributions have been exhausted. As such, Lower Trent Conservation has launched a new fundraising initiative in hopes of continuing to deliver this incredible program. This year's fundraising goal is \$40,000 – the amount required to conduct the program for the 2015-16 school year. While ongoing commitments will help deliver the program over the long-term, one time donations, of any amount, will help.

For information regarding sponsorship levels and general donations please contact us at 613-394-4829 or email [information@ltc.on.ca](mailto:information@ltc.on.ca). **Lower Trent Conservation is a registered charity, and that a charitable receipt will be provided** to those who support the program with monetary contributions.

For more information about ***Caring for Our Watersheds™***, visit [www.ltc.on.ca/education](http://www.ltc.on.ca/education) or [www.CaringForOurWatersheds.com](http://www.CaringForOurWatersheds.com).

**For more information, contact:**

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