

Attention:

News, Assignment and Outdoor Reporters and Editors

Over 600 people to paddle the Don River in support of important clean up efforts for historic Toronto waterway

Corporate teams to participate in the Banrock Station Corporate Canoe Challenge as ‘Paddle the Don’ celebrates 15th anniversary

(Toronto, April 2008) This Sunday, hundreds of people will grab a paddle, jump into a kayak or canoe, and float down the Don River as part of the celebrations surrounding the 15th anniversary of ‘Paddle the Don’. The annual event lets individuals and corporate teams create awareness about the environmental issues affecting Toronto’s Don Waterway and raise money for its rehabilitation.

The Don River flows through Canada’s largest urban region. Approximately 80% of the watershed is urbanized and home to more than 1.15 million people.

WHEN: Sunday, May 4, 2008

WHERE: 8:30 am Launch at Ernest Thompson Seton Park (Leslie Street and Eglinton Avenue). The trip will end at 170 Villiers St at the northwest corner of Villiers Street and Don Roadway at the mouth of the Don River in the Port Lands (see map below).

**WHO: Honourable Kathleen Wynne, Minister of Education, MPP Don Valley West
Michael Prue, MPP Beaches-East York
Councillor Paula Fletcher, Ward 30 Toronto-Danforth
Councillor Janet Davis, Ward 31 Beaches-East York
Ted Robinson, Vice President Sales and Marketing, Churchill Cellars (Banrock Station Wines)
David Love, Executive Director, Toronto Region Conservation**

WHAT: Paddle the Don event and Banrock Station Wines Landing Party (12 pm)

For a full list of locations for photo opportunities or to arrange an interview, contact:

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Banrock Station Wines is recognized internationally for its pioneering concept of funding environmental projects by donating partial proceeds of every worldwide purchase of its wines. Banrock Station is a world-renowned rehabilitated wetland (www.banrockstation.com).

With more than 50 years of experience, Toronto and Region Conservation is a science-based educational organization that helps people understand, enjoy and look after the natural environment. (www.trca.on.ca).

