



Media Advisory

Attention: News, Assignment, Outdoor, Conservation Editors and Reporters

One millionth Atlantic salmon to be released as Ontario Minister of Natural Resources and partners celebrate watershed moment

Banrock Station Wines to host reception and present gift to partners for their contributions

(Toronto, Ontario) Join the Ontario Minister of Natural Resources, representatives from Banrock Station Wines, the Ontario Federation of Anglers and Hunters (OFAH), and the Liquor Control Board of Ontario (LCBO) as they mark the release of the 1 millionth Atlantic salmon into the Credit River.

Bring Back the Salmon – Lake Ontario is one of the largest freshwater conservation and species restoration projects in North America. It includes fish production and stocking, habitat restoration, water quality enhancement, research and monitoring and education and outreach.

WHO: Honourable Donna Cansfield, Ontario Minister of Natural Resources
Ted Robinson, Vice President Sales and Marketing, Banrock Station Wines (Churchill Cellars)
Mike Reader, Executive Director OFAH
Lyle Clarke, Environmental Strategy Project Leader LCBO

WHAT: Release of the 1 millionth Atlantic salmon and Banrock Station Wines Reception

WHERE: Belfountain Conservation Area and Belfountain Inn, 10 Credit Street, Belfountain (Caledon – see map below)

WHEN: Wednesday, May 28, 2008
at 10:30 am

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).

