
RVCA News Release

RICHCRAFT Forest Completes Dragon Boat Pledge

RIDEAU VALLEY, April 21, 2006 — RICHCRAFT is sponsoring the planting of 2,287 trees at a reforestation site in Drummond/North Elmsley Township southwest of Ottawa. This planting completes the RICHCRAFT commitment to make last year's Nortel Ottawa Dragon Boat Festival the country's first "carbon neutral" dragon boat event ever!

In 2005, the RICHCRAFT Group of Companies made a huge gift to the Rideau Valley Conservation Foundation to plant enough trees to offset the amount of carbon attributable to all activities of the Nortel Ottawa Dragon Boat Festival held in late June at Mooneys Bay. The Tree Canada Foundation, under its "Grow Clean Air" program, calculated the number of trees needed, and the Rideau Valley Conservation Authority is about to do the actual tree planting this month. It turns out that 2,287 new trees must be planted to get the job done. Those trees, when fully mature in 60-80 years, will have absorbed the equivalent of the 364 tonnes of carbon produced by the Dragon Boat Festival in 2005.

The new forest growing in Drummond/North Elmsley Township, when completely planted, will number almost 25,000 trees and make a cost-effective natural buffer adjacent to the provincially significant Tay Marsh wetland on the lower Tay River. The new forest is expected to help keep nutrients from running into the Tay River and help keep the water in good shape as it enters the Rideau system near Port Elmsley. "The support of RICHCRAFT in planting trees upstream of Ottawa is an excellent example of a public-private partnership which benefits our communities. All of that water eventually flows through the Rideau River and into the heart of the city. Keeping it clean upstream makes good sense", said Maria McRae, River Ward Councillor for the City of Ottawa.

Planting trees is one of the most effective ways to protect our environment. They protect against soil erosion, make wildlife habitat, improve water quality and give us various types of wood and wood products to use. But the real advantage is in what they give to people. They give off huge amounts of oxygen from their leaves and absorb tonnes of carbon dioxide from the atmosphere (the main deadly greenhouse gas causing global warming). Think of the stress relief provided by a walk through a cool, calm forest. Think of the natural air-conditioning provided by leafy trees around your house. Think of the low cost of all of these services given freely to people over the next 80 years. And think of the cool clean water of Mooneys Bay during the Dragon Boat races which started out percolating its way through the RICHCRAFT Forest 85 km away.

The RICHCRAFT Group of Companies, one of Ottawa's leading community builders, is proud to be planting these trees for the benefit of future homeowners throughout the Rideau Valley. A healthy environment creates healthy communities.

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More information:

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