

News Release

ONTARIANS ENCOURAGED TO SHOW OFF THEIR FAVOURITE CONSERVATION AREA

NEWMARKET (November 1, 2010) — People across Ontario are being encouraged to show off their talents as well as their favourite Conservation Area by getting out and taking pictures for the 2011 Ontario Conservation Areas Photo Contest.

The Ontario Conservation Areas Photo Contest has two purposes. First it will get people out exploring their local conservation areas. Second, it's a way for Conservation Ontario to build its image library.

"We have over 260 Conservation Areas across Ontario that offer a variety of recreational opportunities and special events all year round. Because Conservation Areas are close to urban centres, they are accessible outdoor destinations and play an important role in the health and well-being of Ontario's residents," says Don Pearson, General Manager of Conservation Ontario, the main sponsor behind the contest.

Whether it's a close-up of a native flower, the view of a waterfall cascading over the Canadian Shield, a shot of an elusive white-tailed deer, or pictures of a family hiking the Niagara Escarpment, the Ontario Conservation Areas Photo Contest is looking for your best photograph in three categories:

- People of All Ages Enjoy Conservation Areas
- My Favourite Conservation Area
- Wildlife is Everywhere in Conservation Areas

The most important thing is that the image is taken at a Conservation Area in Ontario. Judges will be looking for outstanding images that showcase the best of what Ontario's Conservation Areas have to offer.

The Ontario Conservation Areas Photo Contest runs from November 1, 2010 until October 31, 2011 and offers prize packages totaling more than \$1500.00.

"It might seem like a long wait to find out if you are one of the winners, but we wanted people to have a chance to send in pictures from each season and reflecting the range of activities and special events that we offer," Pearson said.

For more information on the prizes, rules, regulations and how to submit your photograph, go to www.ontarioconservationareas.ca.

- 30 -

For More Information — www.ontarioconservationareas.ca

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