



FOR IMMEDIATE RELEASE

May 12, 2009

MEDIA ADVISORY

PADDLERS, OLYMPIANS, QUEEN VICTORIA RAISE MONEY TO CONSERVE CREDIT RIVER ON QUEEN'S BIRTHDAY

- WHAT:** Hundreds of canoeists participate in the Credit Valley Conservation Foundation's second Canoe the Credit event to raise money for the Conservation Youth Corps
- WHEN** Sunday May 24th. Tree planting by Olympians at 9:30am. Whitewater canoeists depart 10:00am. Mass-start for calm water canoeists at 10:30 am. Both finish between 11:30 and Noon. North Canoe Team Challenges start at Noon. Landing party, prizes and Conservation Displays 11:30 to 2:00 pm
- WHERE** **Erin Dale Park** at East bank of Credit River just north of Dundas Street in Mississauga: Planting of trees by Olympians. Departure of white water canoeists. **Mississauga Canoe Club**, 31 Front Street North, Mississauga: Departure of calm water canoeists and North Canoe Team Challenge. Arrival of all canoeing events. Firing of starting gun by Queen Victoria. Landing Party.
- WHO** Participants: hundreds of amateur canoeists and kayakers. Employees of corporations, firemen, policemen and others in team challenge. Olympians John Wood (silver medal canoeing 1976) and Larry Cain (gold, 1984). Queen Victoria played by Royal Impersonator Hawley Johnson (www.queen-victoria.net)
Credit Valley Conservation Foundation (www.creditvalleycons.com/foundation)
Title Sponsor: George Weston Limited (www.weston.ca)
- WHY** To raise funds to support the Conservation Youth Corps, an educational and volunteer program for teenagers to plant trees and restore the river banks of the Credit River. (www.creditvalleycons.com/foundation/cyc.htm)

PHOTO OPPORTUNITIES. Available at Erin Dale Park, along Credit River and at the Mississauga Canoe Club. Members of the Media are welcome to attend and record the event. Media kits will be available at the event.

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