

# Communities in Bloom Press Release

FOR IMMEDIATE RELEASE

June 21, 2007

## **Communities in Bloom unveils new banner**



**Quesnel, B.C.** – The Quesnel Communities in Bloom Committee unveiled its newest banner today that was made possible thanks in part to funding from Fraser Salmon & Watersheds Program – a jointly managed program of the Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC).

The banners feature artwork of a sockeye salmon in its natural habitat painted by City employee and artist Maureen Wheeler and designed by CiB Landscape Chair Stephanie Waring. These banners will increase awareness of the salmon habitat in Quesnel and provide citizens and tourists with information on how our community can be more aware of the role habitat plays in protecting and enhancing salmon life. They will be placed along the Fraser River corridor in Quesnel.

“These banners are a wonderful representation of the wildlife whose stewardship we are all responsible for,” said CiB Chair Coun. Mary Sjostrom. “The funding not only helps beautify our community, it helps raise awareness of the environmental work that they and Communities in Bloom are always striving to achieve.”

“The Salmon banners in Quesnel are a wonderful demonstration of community pride and dedication towards salmon conservation and awareness,” said Dr. Paul Kariya, Executive Director of the Pacific Salmon Foundation “PSF and FBC are thrilled to be able to help support this important initiative and look forward to engaging more salmon projects in Quesnel and the surrounding area to encourage more people to Think Salmon.”

\$11,700 was provided by the Fraser Salmon & Watersheds Program – a program supported by the Department of Fisheries and Oceans, the Provincial Living Rivers Trust, the Pacific Salmon Endowment Fund Society as well as corporate and individual donors. A portion of the funding will also provide educational signage about salmon. The second annual Pacific Salmon Foundation Dinner and Auction will be held in Quesnel on March 8, 2008.

CiB provided the remaining \$3,500 to make the project happen. CiB welcomes the national competition judges from July 22 to 24.

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*Communities in Bloom is an initiative of the City of Quesnel.*

For more information, please contact:

Coun. Mary Sjostrom - Communities in Bloom Committee Chair.

Ph: 250.747.2924

C: 250.991.9192

E: Sjostrom@goldcity.net