



## **For Immediate Release:**

### **The Canadian Wildlife Federation Invites Canadians to Join the Bike for Wildlife**

**OTTAWA**, Aug. 12, 2013 - The Canadian Wildlife Federation (CWF) is urging Canadians to explore all that nature has to offer with the CWF Bike for Wildlife, a nationwide celebration.

CWF Athletic Ambassador Angella Goran is cycling 6,000 kilometres from Victoria to Halifax to raise awareness about wildlife conservation and the importance of getting outdoors to connect with nature. She'll visit schools and community centres along the way, and use social media to update her progress.

"Being outside can inspire all of us," Goran says. "Whether your passion is cycling, walking, swimming or bird-watching, experiencing our natural world is an incredible opportunity as well as a gift."

That enthusiasm for the great outdoors is precisely what Goran hopes to instill in each and every Canadian she meets along the journey. She believes we can all make a difference by challenging ourselves and each other to gain a new awareness of Canada, its heritage and its precious wildlife as well as our own potential in the great outdoors.

"We want to create positive, fun environmental experiences for kids so they can make that connection to wildlife," says Wade Luzny, CEO and Executive Vice President of the Canadian Wildlife Federation. "Through activities like the bike ride, we hope to inspire youth to make a difference for the spaces and species in their communities. CWF invites all Canadians to come along for the ride as Angella makes her way across the Rockies, through the boreal forest and crosses the finish line in Halifax."

CWF encourages communities nationwide to root for conservation because everyday actions and care for habitat can make a critical difference to the health of wildlife and human populations. A full list of locations Angella will be visiting as she rides across Canada can be found attached.

CWF's Bike for Wildlife will highlight how the organization has been connecting Canadians to nature and making a difference to at-risk wildlife. For more information about individual events or to get involved, visit [bikeforwildlife.ca](http://bikeforwildlife.ca) or contact CWF at 1-800-563-9453.

Joining Angella on her journey will be CWF's generous Bike for Wildlife sponsors:

**Burnbrae Farms Limited** Burnbrae Farms Limited is a family owned and operated company that has been producing eggs and egg products for over 70 years. The company has egg grading, breaking, and farming operations across Canada and markets such brands as Naturegg Omega 3 and Simply Egg Whites. Burnbrae Farms, as the lead sponsor, is powering the ride with protein to help CWF encourage youth to lead healthy, active lifestyles. For more information visit [burnbraefarms.com](http://burnbraefarms.com)

**Johnson Inc.** is a leading provider of home, auto and travel insurance. In addition to sponsoring this initiative, Johnson Inc is helping ensure that Angella is personally supported by providing travel coverage through

MEDOC travel insurance. During her journey, Johnson will share with youth the importance of proper bike safety.

**Just Green Lifestyle** provides carbon offset products that give Canadians of all backgrounds the opportunity to offset their own household carbon emissions. They will support CWF in ensuring that the bike ride is carbon-neutral.

**ESKA Waters** is the water sponsor for the ride, and is contributing resources to help children learn the importance of re-using and recycling water bottles.

**Sportstats** is a leading provider of software to support athletic events, and in addition to their sponsorship they will assist CWF in spreading the word about the ride among Canada's athletic and cycling communities.

**Primo Trailer Sales** is providing CWF with a support vehicle to ensure that Angella and her team remains safe and healthy during her journey from coast to coast.

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**About the Canadian Wildlife Federation:**

The Canadian Wildlife Federation is a national non-profit charitable organization dedicated to ensuring an appreciation of our natural world and a lasting legacy of healthy wildlife and habitat. By spreading knowledge of human impacts on the environment, developing and delivering educational programs, sponsoring research, promoting the sustainable use of natural resources, recommending policy changes and co-operating with like-minded partners, CWF encourages a future in which Canadians can live in harmony with nature. For more information, visit [CanadianWildlifeFederation.ca](http://CanadianWildlifeFederation.ca).

**For more information please contact:**

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CANADIAN WILDLIFE FEDERATION  
FÉDÉRATION CANADIENNE DE LA FAUNE

**Canadian Wildlife Federation  
Bike For Wildlife Promotion / Educational Stops**

**British Columbia**

Victoria: August 14th Start!  
Vancouver: Thursday, Aug 15<sup>th</sup>  
Abbotsford: Friday Aug 16<sup>th</sup>  
Hope: Saturday, Aug 17<sup>th</sup>  
Princeton: Sunday, Aug 18<sup>th</sup>  
Penticton: Monday, Aug 19<sup>th</sup>  
Kelowna: Wednesday, Aug 21<sup>st</sup>  
Rock Creek: Thursday, Aug 22<sup>nd</sup>  
Grandforks: Friday, Aug 23<sup>rd</sup>  
Castlegar: Saturday, Aug 24<sup>th</sup>  
Nelson: Sunday, Aug 25<sup>th</sup>  
Creston: Tuesday, Aug 27<sup>th</sup>  
Cranbrook: Wednesday, Aug 28<sup>th</sup>  
Fernie: Thursday, Aug 29<sup>th</sup>  
Kimberley: Friday, Aug 30<sup>th</sup>  
Invermere: Saturday, Aug 31<sup>st</sup>  
Golden: Monday, Sept 2<sup>nd</sup>

**Alberta**

Lake Louise: Tuesday, Sept 3<sup>rd</sup>  
Canmore: Wednesday, Sept 4<sup>th</sup>  
Calgary: Thursday, Sept 5<sup>th</sup>  
Drumheller: Saturday, Sept 7<sup>th</sup>  
Bassano: Sunday, Sept 8<sup>th</sup>  
Medicine Hat: Monday, Sept 9<sup>th</sup>

**Saskatchewan**

Maple Creek: Tues, Sept 10<sup>th</sup> Swift  
Current: Wed, Sept 11<sup>th</sup>  
Moose Jaw: Friday, Sept 13<sup>th</sup>  
Regina: Saturday, Sept 14<sup>th</sup>  
Wolseley: Sunday, Sept 15<sup>th</sup>  
Moosomin: Monday, Sept 16<sup>th</sup>

**Manitoba**

Brandon: Tuesday, Sept 17<sup>th</sup>  
Portage la Prairie: Wed, Sept 18<sup>th</sup>  
Winnipeg: Thursday, Sept 19<sup>th</sup>  
Reynolds: Saturday, Sept 21<sup>st</sup>

**Ontario**

Kenora: Sunday, Sept 22<sup>nd</sup>  
Dryden: Monday, Sept 23<sup>rd</sup>  
Ignace: Tuesday, Sept 24<sup>th</sup>  
Thunder Bay: Wed, Sept 25<sup>th</sup>  
Nipigon: Friday, Sept 27<sup>th</sup>  
Terrace Bay: Saturday, Sept 28<sup>th</sup>  
Marathon: Sunday, Sept 29<sup>th</sup>  
Wawa: Monday, Sept 30<sup>th</sup>  
Sault Ste. Marie: Tuesday, Oct 1<sup>st</sup>  
Elliott Lake: Thursday, Oct 3<sup>rd</sup>  
Sudbury: Friday, Oct 4<sup>th</sup>  
Parry Sound: Saturday, Oct 5<sup>th</sup>  
Orillia: Sunday, Oct 6<sup>th</sup>  
Toronto: Monday, Oct 7<sup>th</sup>

Cobourg: Wednesday, Oct 9<sup>th</sup>  
Belleville: Thursday, Oct 10<sup>th</sup>  
Kingston: Friday, Oct 11<sup>th</sup>  
Brockville: Saturday, Oct 12<sup>th</sup>  
Ottawa: Sunday, Oct 13<sup>th</sup>

**Quebec**

Montreal: Tuesday, Oct 15<sup>th</sup>  
Trois Rivieres: Thursday, Oct 17<sup>th</sup>  
Quebec City: Friday, Oct 18<sup>th</sup>  
Baie St. Paul: Saturday, Oct 19<sup>th</sup>  
Riviere du Loup: Sun, Oct 20<sup>th</sup>

**New Brunswick**

Edmunston: Mon, Oct 21<sup>st</sup>  
Perth Andover: Tues, Oct 22<sup>nd</sup>  
Fredericton: Wed, Oct 23<sup>rd</sup>  
Moncton: Thursday, Oct 24<sup>th</sup>

**Prince Edward Island**

Charlottetown: Fri, Oct 25<sup>th</sup>  
Oxford: Sunday, Oct 27<sup>th</sup>

**Nova Scotia**

Truro: Monday, Oct 28<sup>th</sup>  
Halifax: Tues, Oct 29<sup>th</sup> Finale!