



CANADIAN WILDLIFE FEDERATION  
FÉDÉRATION CANADIENNE DE LA FAUNE

Your connection to wildlife

# Bulletin

NEWS FROM CWF  
JANUARY + FEBRUARY 2014



## If You Build It...

Community members in Edmundston, N.B., come out in droves to build their Live Right Now natural playground.

In February 2012, CWF joined forces with CBC/Radio Canada, Bienenstock Natural Playgrounds and Parks Canada for the Live Right Now Capital of Canada contest, challenging communities to make healthy lifestyle choices, especially when it comes to getting outdoors.



## If You Build It...

Using a Facebook app, participating communities were able to log their activities. The most active would win a twofold prize. The first part was the bragging rights that come with being named the Live Right Now Capital of Canada. The second was a \$100,000 custom-designed, community-built natural playground from Bienenstock.

Edmundston, N.B., won the competition. Now the residents have also completed work on their playground. CWF's Jerika Bradford was on hand for the project, which occurred in September. Here's her report:

"I arrived in Edmundston in the wee hours of the morning of Sept. 21 to a mountain of gravel, soil, grass and rocks. It was time to build the Bienenstock natural playground. But goodness, when I saw the mound, the nerves swept over me. There was no way we were going to completely finish this playground by the end of the day. We needed a miracle.

I should have known better, of course. I was in Edmundston, after all. This town competed against 300 communities in Canada in the CBC Live Right Now contest, which is dedicated to inspiring Canadians to seek healthier lifestyle. People across the country took part in challenges and events to earn points for their communities, and they shared stories and photos of more and more people getting active in their towns. And after all the points were tallied, the stories and pictures shared and event reports submitted, Edmundston was crowned the winner of a natural playground from Bienenstock Natural Playgrounds valued at \$100,000.

After a few minutes of staring skeptically at the empty lot, I saw a beautiful thing. People started to arrive. And not just a handful of thoughtful people. Hundreds of people, from toddlers to grandparents, came out to help. Everyone happily grabbed shovels, buckets and wheelbarrows, and went to work. Even those who weren't able to do heavy and strenuous work walked around giving out water and making sure everyone was staying well hydrated in the beaming sun.

Everyone did their part for this build, and it showed. And in case you're wondering, we did, in fact, finish the build by 5 p.m. that day. It was truly a heartwarming experience to see the community of Edmundston come together to build a natural playground and get kids back outside.

Even the mayor chimed in on our hard work. 'This must be one of the most positive community-based initiatives that we've seen in Edmundston in a while,' Mayor Jacques P. Martin said. 'What's fantastic about Live Right Now is that it's more than a national title or a beautiful park. It's about a community coming together and realizing its full potential. Our citizens have worked hard and have proven beyond a shadow of a doubt that Edmundston deserved to win, and that makes us extremely proud.'

I definitely learned something that day — never underestimate the power of a community coming together for a good cause. Great things happen that way. Congratulations to Edmundston on a well-deserved natural playground."

## CWF PROFILE

### Duncan Crawford

Duncan Crawford lives with his wife Karla and two children, Keegan and Avery, in Covehead, P.E.I. Professionally, Duncan is a taxidermist and entrepreneur, but he also volunteers with organizations like the P.E.I. Wildlife Federation and the Wildlife Conservation Fund. He has also worked with youth on the Delta Youth Waterfowl Days and National Archery schools program in Canada. In his free time, Duncan plays the bagpipes, hunts and fishes and enjoys meeting new people.

Duncan joined CWF in the spring of 2011, with the goal of networking with like-minded outdoorspeople and being on the forefront of conservation initiatives at both the provincial and national level. His interest in the outdoors runs deep. "I was raised in a rural Nova Scotia family that spent a great amount of time in the outdoors," he says. "My dad had me in the woods from the time I was in diapers."

One of Duncan's key interests as a CWF board member is encouraging people to get outdoors and "away from the electronics." "It's a privilege we all get to enjoy, and everyone plays a role in effective stewardship of our flora and fauna," he says.

## Reflections of Nature ...honourable mentions



CLOCKWISE FROM TOP: NATHALIE DUHAME, LISA VALANCOUS, CYNTHIA SMITH, IAN NELSON, BILL MCQUEEN



## Your Shot

Congratulations to Colleen Edwards of Herbert, Sask., the winner of September's By Popular Vote monthly photo contest. Her creative perspective brought the theme of the competition — "Tremendous Trees" — to life. The themes for the January and February contests are "Ice, Ice Baby" and "Love Is in the Air," respectively.

Visit [WildPhotoContest.ca](http://WildPhotoContest.ca) for your chance to win a CWF prize package valued at \$100.



## CWF NEWS, PARTNERSHIPS AND INITIATIVES

# What's Happening

### Working for Whales

North Atlantic right whales are one of the most endangered species in the waters off Canada's east coast. Two of the greatest threats these species face are vessel collisions and fishing-gear entanglement. CWF is working to resolve these problems. In partnership with WWF Canada and Dalhousie University, CWF is helping develop a set of peer-reviewed recommendations for Fisheries and Oceans Canada to reduce the risk of entanglements. In the meantime, it has sent a briefing on its work to the department, which is expected to

release a partial action plan soon for the conservation of right whales.

### For the Fish

Fisheries and Oceans Canada is teaming up with CWF to protect fish habitat in Ontario's cottage country. The two-year effort, backed by \$128,000 in federal funding, is part of the Love Your Lake program. It will

include voluntary surveys of individual waterfront properties, shoreline naturalization and fish habitat restoration in priority areas, and habitat improvement for species such as pike, bass, walleye and yellow perch. Other partners in this effort — known as the Love Your Lake Sport Fish Enhancement Program — include the Centre for

Sustainable Watersheds, various local governments and property-owner associations.

### Wrapping Up

CWF celebrated the 50th anniversary of Hinterland Who's Who in 2013 with a variety of programs, including a video contest, recovery of the original vignettes and various events. To cap off the year, we'll be announcing the

winner of the video contest in January. Meanwhile, Annie Langlois, CWF's Hinterland Who's Who coordinator, reports that public response to the celebrations was very strong. "What came across is that Hinterland matters," she says. "It's been a great year to rediscover the program. And we're inviting people to give us feedback all the time. We'll still be here in 50 years."

### Gifts That Give

Looking to do a little gift shopping? CWF can help. Through our Adopt-an-Animal program, we are selling plush toys of iconic Canadian species. The \$35 price tag (including all taxes) supports efforts to protect wildlife. The toys also come with an information booklet and a tax receipt for \$20. Visit our website for details.

## Connect

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