

Bulletin

NEWS FROM CWF
JANUARY + FEBRUARY 2015

Salute to the Sockeye

Millions of salmon returned to the Adam River this year. The event was celebrated with the Salute to the Sockeye festival — and CWF was there to share the story 

Salute to the Sockeye...

Every year millions of sockeye salmon swim back to their birthplace to reproduce. It's a miracle of nature that completes the life cycle of these incredible fish. One of the best places in the world to witness the event is along the gravel beds and clear waters of the Adams River in British Columbia's Roderick Haig-Brown Provincial Park.

The Adams River run takes place in the fall, peaking in mid-October. And it is celebrated every fourth year—the dominant year in the cycle of salmon migration—with the Salute to the Sockeye festival, hosted by the Adams River Salmon Society in partnership with B.C. Parks and Fisheries and Oceans Canada.

CWF was a proud supporter of this year's festival as its media sponsor. And while officials are still working on the final tally of the number of fish in this fall's run, we can report that the festival itself was an unqualified success, with more than 124,000 people visiting Roderick Haig-Brown park between Sept. 15 and Oct. 26.

Small wonder. The story of the Adams River salmon is exceptional. The sockeye that return each year face a gruelling 485-kilometre run from the mouth of the Pacific Ocean to the riverbeds of their birth. The journey requires them to swim up treacherous rapids, and the salmon do not eat as they navigate to their spawning grounds, following their senses of taste and smell as well as the Earth's magnetic field.

Once back home, the salmon pair up and search for clean gravel with fast-flowing

water. The female turns on her side and digs a nest with her fin. She lays about 4,000 eggs in this nest, called a "redd," which the male then fertilizes.

Within 10 days after spawning, the pair die, providing a protein source for other wildlife as well as nutrients for the ecosystem. The eggs hatch three to four months later. About 100 million of the hatchlings survive and venture from home about a year after birth, heading out to the ocean to feed, just as their ancestors did. They spend about three years in the ocean before returning to the river to reproduce.

It is critical to share the stories of the salmon with as many people as possible, and CWF welcomed the opportunity to get involved in the Salute to the Sockeye festival. We were onsite Oct. 5-13 with an educational display in the interpretive area. We also created a special website so that students, educators and the general public across Canada could share in the experience.

Our website is still online and includes a salmon quiz, a festival photo gallery and fish-themed activities. It also tackles some common questions about salmon life cycles. Check it out at CanadianWildlifeFederation.ca. Just search "Salute to the Sockeye 2014" after you land on our homepage.

Finally, CWF commends all those involved for their dedication to conservation and education. We thank the 300,000 festival visitors and all our online supporters for helping honour this epic migration.

Are You Ready for Below Zero?

CWF's winter education program ensures you and your students will make the most of the season

Kids

have questions, no matter what the season. When it comes to winter, CWF is ready to help them find answers with the Below Zero program.

A resource for educators—both classroom teachers and those active in non-formal settings, such as naturalists, Scout or Guide leaders, and conservation officers—Below Zero promotes the understanding of wildlife under winter conditions. It features 46 complete lesson plans that can be adapted for any age, grade or subject.



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The program, which is national and bilingual, is also designed to be integrated into curriculum subjects, such as art, health, language, math, music, physical education, science and social studies.

At the heart of Below Zero is a conceptual framework that encourages learners to develop understanding and turn it into positive action. It is built on four thematic sections: awareness and appreciation, habitat and ecological principles, adaptation, and responsible human actions. The materials for the program have all the information needed to complete the activities it describes, including objectives, methods, background, materials lists, procedures, vocabulary and suggestions for evaluation.

Most important, the activities are fun—a key factor in engaging young minds and encouraging them to connect with the natural world. For more information, visit the Education section of our website, CanadianWildlifeFederation.ca or email cwfeducation@cwfc-fcf.org.

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CWF NEWS, PARTNERSHIPS AND INITIATIVES

What's Happening

The federation is also launching two new birdseed brands: Songbird Medley and Vibrance are natural blends designed by Canada's foremost wildlife nutritionist, Deb McWilliams, and scientifically proven to maintain healthy wild bird populations. All CWF profits from the sales will be reinvested in bird

conservation. Coming soon to select retailers.

Welcome Aboard
Meet James Bartam, CWF's new director of education. James came on board in September and brings a wealth of experience to one of the federation's key positions. Before joining CWF, he worked as education director of the Parks Canada

Palisades Stewardship Education Centre in Jasper National Park.

A teacher who has worked at high schools in the U.K., New Zealand and Canada, James also brings a broad base of international experience in education, conservation and business management to CWF. We're excited to be working with James—and

hoping you'll get a chance to meet him soon, too.

Save the Date
Mark your calendars for April 9 and plan to attend the CWF's Goose Gala fundraiser at the Four Seasons Hotel in Toronto. Hosted by master of ceremonies Brent Butt, of "Corner Gas" fame, and featuring a special appearance by multi-platinum

award-winning singer Johnny Reid, the Goose Gala offers more than an opportunity to show your support for conservation. It will also be a party—and a great opportunity to come together and celebrate Canada's wilderness legacy and help protect it for future generations. For more information, contact Rachel Polite at rachelp@cwfc-fcf.org



Your Shot

Congratulations to Gaël Lafenêtre of Rimouski, Que. She won September 2014's By Popular Vote monthly photo contest with her richly coloured forest scene. The theme of the August contest was "Wild Life." The themes for the January and February contests are "Great White North" and "Hibernation," respectively.

Visit WildPhotoContest.ca for your chance to win a CWF prize package valued at \$100.



Connect

For more online wildlife news, tips, facts and photos, sign up for CWF's free monthly newsletter, *Wildlife Update*. Visit CanadianWildlifeFederation.ca and enter your e-mail address under "Get CWF News." You can also follow the Canadian Wildlife Federation on Facebook, Twitter and YouTube.



Wild About Birds

CWF is rolling out two new programs to help birds. The first is Wild About Birds. Launching this spring, it will be built around a new website, WildAboutBirds.ca, which will feature expert advice, videos and other resources to keep birds visiting your backyard.