



CANADIAN WILDLIFE FEDERATION
FÉDÉRATION CANADIENNE DE LA FAUNE

Your connection to wildlife

Bulletin

NEWS FROM CWF
NOVEMBER + DECEMBER 2013

Taking It to the Streets

With the end of the year approaching, we look back at some of CWF's top outreach programs that got people outdoors and connecting with nature in 2013



JIM CUMMING

HWW IS 50!

To celebrate half a century of *Hinterland Who's Who*, CWF searched out the program's original vignettes, including one about the loon.

Bike for Wildlife

There are many facets to the job of promoting wildlife conservation in Canada. It requires a commitment to working with people in small groups at the grassroots level, as well as to working on projects and programs that play out on the national stage.

This year, Canadian Wildlife Federation combined both approaches with its sponsorship of Ottawa-based cyclist Angella Goran's "Bike for Wildlife" ride across Canada. Goran's 6,000-kilometre adventure started in Victoria on Aug. 14. She was pedalling across northern Ontario as this issue of Canadian Wildlife was being put to bed, and on track to complete her journey for Oct. 30 in Halifax.

The epic nature of Goran's ride has been great for promoting CWF's conservation message and encouraging Canadians to get outdoors and connect with nature. But the most important part of the journey has been Goran's visits to schools, conservation areas and wildlife centres along the way. This is where she's connecting with people in their home communities and encouraging them to get engaged.

"We're here to get Canadians involved with the Canadian Wildlife Federation," Goran said in an interview at the start of her journey. "We have to get them to participate."

On that front alone, we're pleased to call Bike for Wildlife a success. For more info, head to BikeforWildlife.ca.



Walk for Wildlife

Of all of CWF's annual programs, Walk for Wildlife may be the best known. It's the signature event of National Wildlife Week — held each year over the week of April 10 — and draws participants from across the country.

Groups and organizations from the Pacific Coast to the Maritimes hosted events this year. Among them were British Columbia's Mountaineer Avian Rescue Society, Calgary's Bow Habitat Station, the Voyageur Trail Association in Sault Ste. Marie, Montreal's Field Naturalists Club, and the Cape Breton Island Hopper Volkssport Club in Sydney.

These groups are just a handful of this year's participants — and we owe a big thank you to everyone who took part. The 2013 Walk for Wildlife program not only met its goal of logging 15,000 kilometres in total distance walked — participants doubled that amount to more than 30,000 kilometres. Congratulations, everyone — our best year yet.

Hinterland Who's Who Turns 50

In 1963, Canadians were introduced to a series of short films that would go on to become an iconic part of Canadian life: *Hinterland Who's Who*.

Broadcast on television, the vignettes profiled the wildlife species that populate Canada's backcountry, with a script and photography supported by a haunting signature soundtrack. Fifty years on, *Hinterland Who's Who* is going strong, run jointly by the Canadian Wildlife Federation and Environment Canada. And while the look and feel of the vignettes has been updated, the message remains the same: Canadian wildlife matters.

CWF has been celebrating the *Hinterland Who's Who* milestone anniversary throughout the year with various initiatives. They've included efforts to recover some of the earliest *Hinterland Who's Who* vignettes — leading to the discovery of the very first vignette, about the loon, which was found in a CBC archive.

CWF also hosted a day-long anniversary celebration in October at the Gatineau Park Visitor Centre in Chelsea, Que., to celebrate *Hinterland Who's Who* with nature walks and wildlife games. It is also hosting a video contest, "Canada's Favourite Wildlife," with a grand prize of a whale-watching trip for two to Tadoussac, Que. The deadline for entries is Dec. 31.



Duke of Edinburgh Awards

It's great when organizations like CWF promote wildlife conservation and the importance of engaging with nature. It's even better when like-minded groups come together to work on these goals.

That's why CWF was especially pleased to participate in the Duke of Edinburgh's Award program Expedition 50 this past August in Jasper National Park. Founded by Prince Philip in 1956 (and introduced in Canada in 1963), the award program encourages young people between the ages of 14 and 24 to engage in skill development, community service, physical recreation and adventure travel.

Expedition 50 — honouring the award program's golden anniversary in Canada — featured a series of expeditions for participants, including an overnight kayak/canoe trip on Maligne Lake, a three-day hiking and horseback-riding trip into the Tonquin Valley and a five-day hiking expedition on the Saskatchewan Glacier in the Columbia Icefield. All three trips had wildlife education components.

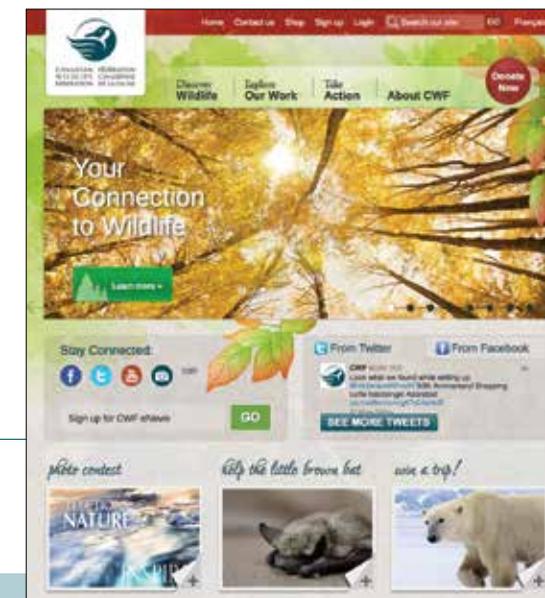
CWF was also on hand to offer expedition participants training in how to encourage young people to get outdoors and connect with nature, under its CWF Facilitator Certification process. At the end, each of the participants qualified for the WILD Education facilitator certification (youth level).



Your Shot

Congratulations to Gaz Manning of Coldbrook, N.S., who won August's By Popular Vote monthly photo contest with an arresting image of a hummingbird. The theme of the contest was "Gorgeous Gardens." The theme for the November and December contests are "Simply Inspired" and "Young and Old," respectively.

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



CWF NEWS, PARTNERSHIPS AND INITIATIVES

What's Happening



For Peat's Sake

Hinterland Who's Who launched a vignette in October on peatlands and their importance as unique habitat for plants and animals. This is an important issue because these lands are at risk, in spite of the important ecological role they play. As members of the wetlands family, peatlands act like giant sponges, soaking up

snow and rain, and releasing water in drier seasons. They are also rich in nutrients and therefore support a variety of flora and fauna. For these reasons (and many more) peatland conservation is worth exploring. Learn more at hww.ca.

Hitting the Stands

If you don't already have a subscription to *Canadian*

Wildlife or CWF's kids' magazine *WILD*, then we have good news for you. Our magazines are now available at retailers across the country, including Chapters. This is an exciting development for the publications, which until now have only been available through the mail or online via Zinio.com. Although these distribution channels have been

successful, we're hoping to reach a wider audience than ever. Meantime, thanks to all of our subscribers for your ongoing support — and welcome to our new readers.

Watching the Waters

Ocean protection is one of today's great global conservation challenges. In support of efforts to preserve these waters on an international scale, CWF sent a delegation

to the 3rd International Marine Protected Areas Congress, held during October in Marseille, France. The conference, presented every four years, brings together researchers, policy-makers, business leaders and community representatives to explore ideas for protecting oceans and their resources for future generations.

Connect

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