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## PRESS RELEASE

*For immediate release*

### **MAJOR FUNDRAISING CAMPAIGN LAUNCH: TOGETHER, LET'S PROTECT THE FUTURE**

**Orford, May 26, 2015** – It is in the heart of nature that Appalachian Corridor announced today the public launch of its Major Fundraising Campaign *Let's protect the Future*. The Major Fundraising Campaign aims to collect \$1 million over five years to consolidate Appalachian Corridor's transborder conservation strategy and increase the organization's awareness-raising activities. The Campaign takes place under the co-chairmanship of Robert Tessier, Chairman of the Board at Caisse de dépôt et placement du Québec, and Alain Lemaire, Executive Chairman of the Board of Directors at Cascades inc. "For 12 years, Appalachian Corridor and its partners have done tremendous work to protect the South of Québec's beautiful natural areas, but today the project has grown to the point that it became imperative to find additional financing resources to achieve its conservation mission," said Mr. Tessier.

#### **A deeply-rooted campaign**

For several months already, the Campaign's Cabinet and Appalachian Corridor's team have joined forces to develop relationships with community leaders and collect donations. "Personally, I was drawn to Appalachian Corridor's mission and vision right away. As many, I'm a true enthusiast about this unique area that we must protect," explains Mr. Lemaire. To this date, we have collected almost \$750,000 in donations and commitments over five years. Agropur, KDC Knowlton, Power

Corporation of Canada, Jean-Marc Eustache, Pierre Lizotte, Co-Chairs of the Campaign, and many other private donors, are among the major contributors.

The funds collected as part of the Major Fundraising Campaign will be dedicated mainly to the creation of two strategic funds: an emergency and bridging loan and safeguard fund of \$700,000 and an influence and education fund of \$300,000. "Appalachian Corridor's previous successes have demonstrated the community's support toward our organization's mission and goals. We are now calling upon the same community to help us financially as we pursue our projects," explained Marie-José Auclair, president of Appalachian Corridor's Board of Directors.

### **Together, let's protect the future**

Appalachian Corridor is now asking the general public to make a commitment to protect the future. "We hope that through our involvement more people than ever will participate and take concrete steps to support this important initiative. We consider the financial and voluntary participation of local communities, businesses and regional institutions imperative to the success of the Campaign," jointly stated the Co-Chairs. Everyone's contribution is critical to secure our natural heritage's sustainability. We still need \$250,000 to reach our goal before fall. You can visit [appalachiancorridor.ca](http://appalachiancorridor.ca) or call 450 297-1145 to make a donation and show your commitment. Be generous and become an active partner in such an inspiring initiative and help us conserve this major transborder corridor!

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### **Source:**

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