



PRESS RELEASE

For immediate release

LAUNCH OF A FUNDRAISING CAMPAIGN TO SAVE A FOREST IN BROMONT - LAST EFFORT TO REACH OUR GOAL!

Bromont, October 5, 2022 - The Appalachian Corridor conservation organization and the citizens' group Protection Mont Gale announce the launch of a fundraising campaign to save 32.8 acres of forest with high ecological value. An amount of \$217,500 in private funds must be raised by December 7, 2022 to complete the financial package for this project, which is over \$2.5 million in size.

At the initiative of Protection Mont Gale and after several months of negotiations, Appalachian Corridor, the City of Bromont and the owner of the land, Mr. Denis Laframboise, who is also the owner of BALNEA spa, have reached an agreement that will allow Appalachian Corridor to acquire this part of the forest in order to protect it in perpetuity. The land, which is located outside the current urbanization perimeter of the City of Bromont, was originally intended for residential development. This fundraising campaign is the last chance to preserve the site in its current state. Once the deadline has passed, the site will be developed, as the owner already has all the necessary authorizations and permits in place.

A FOREST OF HIGH ECOLOGICAL VALUE

In addition to being located at the foot of Mount Gale, the forest is also part of the Mount Brome massif, one of the nine Montérégiennes found in southwestern Quebec. It is also located within a core of important habitats, identified by Appalachian Corridor. The area is rich in biodiversity and is home to many species at risk in Quebec and/or Canada.

A COLLECTIVE EFFORT TO FUND THE PROJECT TO PROTECT 32.8 ACRES OF FOREST

Thanks to the goodwill, creativity and efforts of all parties involved in the negotiations, a realistic financing plan was established, which called upon, among others, the contributions of the landowner, the Ministère de l'Environnement et de la Lutte contre les changements climatiques du Québec, Environment and Climate Change Canada, the City of Bromont, as well as the population and businesses, all of whom would benefit from the protection of this natural environment.

Despite significant contributions in the form of land donations from the owner, as well as the participation of the City of Bromont, the financial package was still far from being completed. This is why Appalachian Corridor is working hard to obtain government contributions equivalent to the amount of \$1 million, while the citizen group is putting its shoulder to the wheel by launching a fundraising campaign with the objective of raising \$217,500.

The social fundraising campaign launched today to the public and businesses is the last phase of the fundraising plan, as well as the last chance to preserve this precious natural site in its current state. Today, the population and businesses are invited to show their solidarity and generosity by



participating in this last effort to protect this forest rich in biodiversity, which will be passed on to future generations.

HOW TO MAKE A DONATION?

There are two donation options available:

- Donate now (\$1,000 or less). Visit the website corridorappalachien.ca/en/fundraising-campaign-mont-gale-bromont/
- Sign a pledge (more than \$1,000) which will be executed only when the total amount is raised and the transaction is ready to be concluded.

In both cases, a tax credit receipt will be issued for the full value of the donation.

Link to the project video (French only) : <https://youtu.be/cWiBFYnjhVA>

QUOTATIONS

"The pandemic was a vivid reminder of the positive effect of nature on our mental and physical health. Moreover, the urgency of saving the existing forests to reduce the impact of climate change is no longer in question. We must therefore act collectively to protect this forest for future generations.

- Stéphanie Latour, spokesperson, Protection Mont Gale group

"This fundraising campaign is our last chance to protect this place which is so precious for the sector and its citizens, and which provides such important and privileged access to nature. It is our pleasure to accompany Protection Mont Gale, as well as all the citizens involved in this desire to protect nature in perpetuity. Our expertise and know-how in conservation allow us to tackle a project like this, but it is the impetus and determination of the community that really makes things happen! Without this momentum and the generosity of citizens, we would never be able to do so many projects! In advance, THANK YOU for joining us and Protection Mont Gale in making it possible to protect this magnificent natural setting forever."

- Mélanie Lelièvre, Executive Director of Appalachian Corridor.

ABOUT

Protection Mont Gale is a group of citizens committed and determined to preserve a forest located on the western flank of Mount Gale in Bromont by setting up a mechanism to acquire the lot for conservation purposes in perpetuity. The desire of the group is to preserve a precious natural environment for the citizens of today and tomorrow, and thus contribute to the achievement of certain objectives of the municipality's Sustainable Development Plan.

Appalachian Corridor is a non-profit conservation organization celebrating its 20th anniversary in 2022. Its mission is to protect the natural environments of the Appalachian region of southern Quebec. Through the implementation of its conservation strategy, Appalachian Corridor provides local communities with the means to maintain and restore a living environment that respects the ecology of the region, from a sustainable development perspective. A total of 17 local organizations are affiliate members of Appalachian Corridor and together they contribute to



accelerating and increasing the conservation projects carried out on the territory. Since the beginning of its activities, the extent of the areas protected by Appalachian Corridor and its partners totals more than 16,200 hectares of land protected forever – equivalent to more than the surface area of the city of Granby. www.appalachiancorridor.ca

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