



## **MEDIA RELEASE**

### **Wildlife Preservation Canada Receives Major Donation through Partnership with Boisset Wines and LCBO Natural Heritage Fund *Funds Committed to Saving Endangered Songbird***

TORONTO, Oct. 23, 2007 – Wildlife Preservation Canada (WPC) announced today it has been awarded an additional \$160,000 from winemaker Boisset through the LCBO’s Natural Heritage Fund, for a total donation of \$320,000 since 2006. In a unique partnership launched in 2005, Boisset pledged a contribution of 50 cents for each litre of French rabbit wines purchased at the LCBO. The success of French rabbit wines led to Boisset committing \$160,000 in 2006 and an additional \$160,000 to WPC this month.

WPC is a Canadian environmental organization committed to saving endangered wildlife species. “Extinction of any species is like the canary in the coal mine and serves an early warning system for more widespread environmental degradation,” said Elaine Williams, Executive Director, WPC.

The donation from Boisset is earmarked for the Eastern Loggerhead Shrike – a unique endangered songbird whose populations are declining more quickly than any other grassland bird in North America.

“We are delighted with this contribution of \$320,000 and our enlightened partnership with Boisset and LCBO,” said Williams. “This donation will have an enormous impact on our ability to help save this endangered songbird and demonstrates the significance of each and every species in our ecosystem.”

As part of the shrike recovery program, there is a captive breeding population of the birds, which are paired up in field breeding enclosures to raise their young in as natural environment as possible. Their young are later released to the wild.

In 2006 and 2007, a total of 205 birds were released – more than all previous years combined – and seven of those released were spotted along migration routes and breeding grounds this year. “This is a testament to the ability of our captive-breeding and release program to produce fit birds capable of migration and returning to breed and integrate into and augment the wild population,” said Williams.

“I know of no other captive breeding and release program involving a migratory bird achieving this much success this early in the recovery effort”, says Lance Woolaver, Member of IUCN (World Conservation Union) Reintroduction Specialist Group.

Founded in 1985, Wildlife Preservation Canada (WPC) is an environmental organization committed to saving highly endangered animal species facing imminent extinction in Canada and around the world. Unique in Canada, WPC focuses exclusively on species at risk through captive breeding, release, habitat restoration/enhancement and hands-on recovery. To complement focused species recovery efforts, WPC also works with scientists, students, educators and local communities to achieve sustainable success in its conservation initiatives.

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