



## PACIFIC SALMON FOUNDATION

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### PRESS RELEASE

**Date:** January 13, 2005

**Re: Alcan/PSF Northern BC Partnership announced**

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The Pacific Salmon Foundation is pleased to announce the creation of the ALCAN/Pacific Salmon Foundation Northern British Columbia Partnership in support of the conservation and rehabilitation of Pacific salmon stocks.

Alcan's \$60,000 contribution to PSF's Community Salmon Program (CSP) will make an immediate and important difference to the amount of resources available to bring Pacific salmon back, stream by stream in Northern British Columbia

“With the creation of the Northern British Columbia funding program, Alcan is stepping forward as a leading corporate partner in the effort to ensure the strength of our Pacific salmon stocks and the health of watersheds in BC”, said PSF Executive Director, Dr. Paul Kariya. “We are looking forward to matching the dedication of Alcan and its employees with the efforts and passion of the community organizations, commercial and sportfishing organizations, Government agencies and First Nations to benefit Pacific salmon and all British Columbians.”

Alcan will provide the Pacific Salmon Foundation \$30,000 annually for the next two years for project work in Northern BC through PSF's Community Salmon Program. These funds will be used to leverage other contributions and resources raised by groups in their communities in addition to the existing CSP contributions to the area. Since 1987 the CSP has provided nearly \$5 million to support over 560 community salmon projects throughout British Columbia. The total project values surpass \$28 million and continue to grow.

Working with visionary corporate partners such as Alcan will continue to make a significant difference in our ability to succeed in our goal of bringing Pacific salmon back, stream by stream.

- The partnership launch will be held on January 18 at the Kitimat Rod and Gun Club between 11:30 AM – 12:45PM (refreshments served).
- A Community Salmon Program Orientation and Workshop will be held January 18<sup>th</sup> at the Best Western Terrace 3:30 – 7:00 PM (light dinner served).

Please RSVP to:

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