



PACIFIC SALMON FOUNDATION

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NEWS RELEASE

* For Immediate Release *

PSF to Host First Annual Quesnel Dinner/Dance & Auction in Support of Salmon

VANCOUVER, March 5, 2007 – Pacific Salmon Foundation (PSF) is hosting its first annual Dinner/Dance and Auction to benefit Pacific salmon in Quesnel, BC. The gala event will take place at the Quesnel Seniors Centre on Saturday, March 10, 2007. The event kicks off at 5:30 pm with a cocktail reception and silent auction followed by dinner, a live auction and dancing. All proceeds raised will be directed to local salmon conservation, restoration and enhancement.

Major sponsor, Rocky Mountaineer Vacations will be attending the event, along with major media sponsor The Quesnel Cariboo Observer and several members of City Council. Executive Director of PSF, Paul Kariya will also be in attendance.

“Pacific Salmon Foundation’s efforts are widely recognized as making a difference in many communities throughout BC. We have already had overwhelming support from the community of Quesnel and we are looking forward to what is shaping up to be a successful event”, says Director of Major Events, Brenda McIntyre. The Quesnel Dinner is one of 15 events PSF hosts annually throughout BC.

In 2006 the Cariboo-Quesnel region received \$35,085 in Community Salmon Program grants made possible through partnership funding from Fisheries and Oceans Canada (DFO), Alcan Primary Metal Group BC, PSF fundraising dinners and auctions, local fishing derbies, and private donations. The region was able to implement six salmon conservation projects in B.C. with the total value of the projects totaling over \$158,699.

PSF grant funding comes from our Community Salmon Program (CSP), a program developed in 1989 that is designed to help locally-based volunteer community organizations undertake projects that lead to improved salmon habitat and increased awareness of issues facing Pacific salmon. Since the CSP program began, PSF has provided over \$78,590 in long-term funding for 15 projects in the Cariboo-Quesnel region for a total project value of over \$789,000.

Pacific Salmon Foundation is an independent, non-profit organization and a national leader in the conservation and recovery of Pacific salmon. Formed in 1987, PSF directs funding to grassroots, volunteer-driven projects specifically focused on the conservation of Pacific salmon. PSF has grown into the leading Canadian non-profit organization to forge partnerships with local communities, First Nations, all levels of government, industry, educational institutions, commercial and recreational fisheries and non-profit organizations all working together to restore and enhance Pacific salmon.

- 30 -

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Backgrounder

Since 1989, PSF has granted over \$6 million for 790 community salmon projects for a total project value of over \$39.5 million. The Community Salmon Program aims to support community volunteer stewardship groups in BC and the Yukon through the funding of projects that contribute to the restoration of Pacific salmon populations and their habitat.

PSF has two funding rounds each year and the next submission deadline for proposals to the Community Salmon Program is October 15, 2007. A backgrounder listing successful projects is attached and more information can be found at www.psf.ca.

DFO's Salmon Conservation Stamp program provides CSP funding through the sale of tidal fishing licenses. \$1.00 of the \$6.36 annual fee from saltwater recreational anglers and \$10.00 from designated commercial fishing licenses is directed to PSF for salmon conservation work. PSF strives to ensure all aspects relating to salmon survival are funded including: habitat assessment, stock rehabilitation, habitat restoration, education and awareness, stock assessment, and community stewardship.

Pacific Salmon Foundation Community Salmon Program Grants Cariboo-Quesnel Bio-Region					
Year	Group	Project	Type	Grant	Total Value
1999	Quesnel River Enhancement Society	Quesnel River Enhancement	Habitat Rehabilitation	12,800	175,008
1999	Quesnel River Watershed Alliance	Watershed Awareness Signage	Education & Awareness	2,589	15,175
2000	Baker Creek Enhancement Society	Narcosli Creek Restoration Project	Habitat Rehabilitation	7,740	192,928
2003	Fraser Headwaters Alliance	Salmon Habitat Signage Headwaters	Education & Awareness	5,000	27,500
2003	Williams Lake Environmental Society	Restoration Upper Williams Lake River	Habitat Rehabilitation	5,210	22,120
2004	Land Conservancy of BC and Quesnel River Watershed Alliance	Horsefly River Salmon Festival and Restoration	Education and Awareness	3,100	140,394
2004	Williams Lake Environmental Society	Williams Lake River Valley Stewardship	Stewardship & Community	4,716	39,073
2005	Baker Creek Enhancement Society	Watershed Education Material	Education and Awareness	1,200	14,000
2005	Quesnel River Watershed Alliance	Horsefly River Salmon Festival 2005	Education and Awareness	1,150	4,975
2006	Baker Creek Enhancement Society	Quesnel River Salmon Signage	Education and Awareness	1,750	7,000
2006	Baker Creek Enhancement Society	SEP Community Conference	Education & Awareness	11,300	24,700
2006	Cariboo Chilcotin Conservation Society	Watershed Health and Fish Habitat	Education and Awareness	5,885	33,760
2006	Community Resource Centre for North Thompson	Raft River Salmon Interpretive Program	Education and Awareness	1,500	26,133
2006	MC3 Water Management Association	Mackin Creek Water Conservation Project	Habitat Rehabilitation	10,000	50,000
2006	Williams Lake Field Naturalists	Stream to Sea for All Ages	Education and Awareness	4,650	17,106
		TOTAL	15	\$78,590	\$789,872