



NEWS RELEASE

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For immediate release

BCTC Supports Salmon Enhancement on the North Shore 28th Annual Coho Festival scheduled this Sunday, September 9th

VANCOUVER – For a second consecutive year, BC Transmission Corporation (BCTC) has donated \$5,000 to the Coho Society of the North Shore, a group working to restore North Shore salmon streams for present and future generations. BCTC's support helps to fund the Festival's popular Salmon barbeque held Sunday, September 9th.

The Coho Festival features a number of fun, family focused events including: a Blessing of the Salmon Ceremony with members of the Squamish Nation, a 14K Coho Run, Coho Family Walk, entertainment, environmental displays and the ever-popular Coho Festival Barbeque featuring wild sockeye salmon.

"We are pleased to be sponsoring the Coho Festival again this year," said Jane Peverett, BCTC President and CEO. "Environmental sustainability is one of BCTC's top priorities. Our support of the Coho Society's salmon stream restoration work is one way we can put our commitment into action."

"We'd like to commend BCTC for their commitment to the environment. We are very pleased to have it join us as a corporate partner of our Annual Festival." said Heather Dunsford, Co-Chair of the Coho Society. "BCTC's continued support contributes greatly to the many volunteer-based organizations working to preserve salmon streams on the North Shore."

This Sunday's Coho Festival and Barbeque will be held on the shores of beautiful Ambleside Beach in West Vancouver. The barbeque will run from 11:30 am to 5:00 pm. This year's celebrity chefs include a number of television personalities, politicians and local business leaders.

"The salmon-on-a-bun meal is \$12.00 and includes salad and corn on the cob. For the kids and young at heart, we will also be serving stadium sized dogs for \$4.00," said Tom Boppart, Festival barbecue coordinator. "As good weather usually ensures a barbeque sell-out, I encourage people to arrive early!"

Started in 1980 as a local initiative by West Vancouver Chamber of Commerce, the Annual Coho Festival has grown over the years to be the major environmental event on the North Shore. This popular North Shore family affair attracts large crowds of local

residents and visitors from across the Lower Mainland and elsewhere. All funds raised from the festival will assist with salmon enhancement programs on the North Shore.

The Coho Society of the North Shore is a volunteer, environmentally based organization registered under the Society Act of BC and committed to protecting and revitalizing North Shore salmon streams and rivers.

BC Transmission Corporation is the Crown corporation that plans, operates and maintains the province's publicly owned electrical transmission system.

To get to the festival at Ambleside Beach:

Head north over Lions Gate Bridge, follow Marine Drive west past Park Royal Shopping Centre to 13th Street. On your left there will be a grassy playing field and sandy beach. Parking is available at the entrance to Ambleside Beach. Additional street parking is also available.

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