



For Immediate Release, Monday, June 1, 1998

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## **The National Environmental Trust**

OTTAWA -- The official launch of the National Environmental Trust (the NET) will take place June 4 and 5 on the Sparks Street Mall, 10:00 a.m. to 3:00 p.m. Hosted by Dave Smith, community leaders have been invited to join Dave at noon June 4 to put down their loonies in support of our environment. Everyone in the National Capital Region is invited to come to the Mall to put their loonies on the "Yellow Brick Road". A populist, fun-filled event, Ottawa musicians and Shriners' Klowns will provide entertainment, with volunteers from Lisgar Collegiate, Ottawa 2000 and the Canadian Legion.

The NET is a people's trust devoted exclusively to the funding of environmental organizations in Canada that work in communities and regions, locally and nationally.

The Honourable John Fraser, Canada's Ambassador for the Environment emphasized the important role of individuals and communities in supporting environmental action. "The NET will help and enable key individuals and groups across the country to take the necessary action to maintain and enhance the quality of their environment."

"It is clear that the highly effective watchdog role that environmental groups played in the past must not only be maintained, but in fact enhanced, given the fiscal realities that have led to funding cutbacks. We must ensure that our environmental safety net remains firmly in place. A people's trust for the environment where every individual action counts, is an important first step to restoring our environmental security. By banking on the NET, we secure a long-term legacy for us and our children's children", stated Clifford Lincoln, a member of the House of Commons Standing Committee on the Environment and Sustainable Development.

Shirley Westeinde, the Chair of Ottawa 2000, said she is delighted that the City of Ottawa was chosen as the launch site for this new Trust for the Environment. "What better way is there to prepare for and celebrate the new Millennium than to help community groups in their efforts to improve the local environments everywhere."

Two of its original founding partners are Lever Pond's, and the Canadian Biodiversity Institute. The launch has been developed in partnership with Pat Leblanc, Chair of the Environment Committee of Ottawa 2000.

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For more information, please contact Heather Hamilton at (613) 826-2190, Wendy Daigle-Zinn, NET Board of Directors at (613) 232-2928 or Helen McKiernan at (819) 459-3043