

The Valley Steward

2011/12 Advertising Rates

The Valley Steward is a quarterly newsletter that is sent out to FVC members and can be found in local businesses around the Fraser Valley. The newsletter features stories about conservation, species at risk, local events and FVC projects. We have a targeted audience of approximately 1500 readers per issue plus it is read and downloaded by more than 500 monthly viewers on our website. Our readers are people who care about the environment and are interested in what is going on locally in the Fraser Valley concerning nature and conservation.

Issue Dates:

- Spring - March
- Summer - June
- Fall - September
- Winter – December

Technical Specifications:

Please submit your ad in a .tiff, .jpeg or .pdf format in black and white

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suzie@fraservalleyconservancy.ca

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Valley Steward
Newsletter of the Fraser Valley Conservancy

Inside this issue:

- Connections in Conservation
- Blue Water Project Grant
- Youth Stewards
- The Eagles Have Landed
- Lichen Naming Auction
- Species at Risk: Heritage in the Fraser Valley
- Eco Profile: Iron Lotus Yoga
- Members Corner: Beautiful BC
- Give the Gift of Nature
- Invasive Plant Profile: Scotch Broom

Making Connections in Conservation

On October 20th 2011, Fraser Valley Conservancy (FVC) hosted its first annual Fraser Valley Conservation Connection in Abbotsford and Chilliwack. Along with allowing its attendees to make connections with like minded individuals, they enjoyed hearing the different perspectives on conservation from the Fraser Valley and beyond. Two great guest speakers, Jerry DeBacker (Whatcom Land Trust) and Todd Carnahan (Habitat Acquisition Trust), let us know what's happening in Whatcom County and Victoria respectively.

The connection with the environment went beyond just hearing about what people are doing for nature, but also into discovering new volunteer groups that can help move conservation forward. Our engaging panel discussion focused on how to approach different communities who are willing to work on habitat restoration and conservation initiatives.

FVCC Panel Discussion with Jeremy Postal, Med Manzanal, Carrielynn Victor & Kai Elmauer

The final connection we focused on that day was on people meeting people and hearing how

they work in their area to protect habitat and species. Everyone who we spoke with wants to have another Conservation Connection next year as they found it stimulating to share experiences, hear of ideas well beyond the Fraser Valley, and just to meet new people.

Here at FVC we found there is a need in the Fraser Valley conservation community to have this event and are now thinking ahead to the Fraser Valley Conservation Connection 2012!

The staff and board at FVC would like to express a BIG thank you to all the presenters for generously donating their time and to all those who provided assistance and support for this event!



RBC Blue Water Project Grant

The Fraser Valley Conservancy is one of the proud recipients to receive funding from the RBC Blue Water Project. The RBC Blue Water Project is a wide-ranging, multi-year program to help foster a culture of water stewardship, so that people have clean fresh water today and tomorrow.

With funding from this project FVC will be able to enhance and protect over fifty acres of land and restore over ten acres within that

total. FVC owns sixteen acres of wetland located in Abbotsford, called the Maclure Wetlands, as well as the Auchenway Wildlife Corridor in the Chilliwack River Valley. Each of the properties is in need of restoration and enhancement to increase the biological function and improve wildlife habitats. Each of the sites is located in important local community environmental areas as determined by the Department of Fisheries and Oceans and Environment Canada and each have community support.

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www.fraservalleyconservancy.ca **Issue 6: Winter 2011**

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Size	2 issues	4 issues
Business card (3.5 x 2)	\$100.00	\$150.00
¼ Page (3.75 x 4.8)	\$150.00	\$250.00
½ Page (7.5 x 4.8)	\$250.00	\$400.00
Full Page (7.5 x 9.6)	\$500.00	\$600.00

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All non-profits receive a 30% discount

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