

## In The News



### Vote For Nature

This month CPAWS Wildlands talked to voters. Over 5,000 signed a petition saying endangered species like caribou should be protected. [Listen](#) to Mother Nature weigh in on the jobs vs environment rhetoric during this election radio ad.



## From Our Newsletter

### Meeting Algonquin Park

*As an immigrant kid who came of age in the burgeoning 1960s metropolis of Toronto, I ventured with my family to many "wild" places in and around the city. On weekends, we explored High Park, river and ravine networks, the shoreline of Lake Ontario, the Toronto Islands and the splendid arboretums of the Necropolis and Mount Pleasant cemeteries.*

*None of these encounters prepared a dreamy, brooding teenager to meet, for the first time, the immense beauty of Algonquin Park. Urban specimens of spruce, black locust, horse chestnut, oak and countless maples that seemed monumental in childhood, instantly shrunk to mortal proportions when compared to the godlike expanse of Algonquin's forests.*

*Read the entire story from the latest issue of wild notes [here](#).*

### ***We Couldn't Do it Without You***

*Nature has no voice in politics. It is our job to be that voice. Along with the thousands of Wildlands League supporters we bring the voice of nature to the table in all kinds of ways.*

*We are the voice of nature when:*

- we work with industry developing practices that tread lighter on the planet and secure brighter economic futures (FSC Boreal Certifications)*
- we comment, criticize and debate with political parties helping to shape and improve party platforms (I can't tell you which parties took what advice, but some did)*
- we get down in the weeds with policy or legal reforms to create legislation and regulation (Parks Act 2007, Mining Act 2010)*

*And for all of this we need you.*

*This newsletter is received by almost 10,000 people and groups, last month over 5,000 voters signed a petition on caribou and today millions will hear our radio ads on Q107 or 640AM Talk Radio in Ontario.*

### ***The Cost:***

*Promoting Caribou Conservation Information Tables \$8,500*

*Radio Advertising \$10,000*

*Electronic Promotion \$2,000*

*Total \$20,500*

### ***Outcomes:***

*5,500 new advocates for nature*

2 million listeners

3 political parties respond to our nature message Party Platforms altered

Cost Priceless

If you want to help us punch above our weight and augment our voice for nature, you can. **Here are 3 ways you can help:**

- [Donate](#). For every dollar we reach more people. \$10 grand is another radio ad. It helps us talk to 2 million of your neighbours and get them supporting environmental outcomes.
  - Send this newsletter to your contacts.
  - Link our radio ad to your facebook and G+ accounts, Tweet about us.
  - And vote. **Vote for Nature.**
- 

## Did You Know?



- You can get real time updates! Follow Executive Director Janet Sumner [@summerwild](#) and Conservation Land-Use Planning Program Director

Anna Baggio [@annabwild](#) on Twitter.