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Media Release

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FOR IMMEDIATE RELEASE

THE MORaine THROUGH YOUR EYES

April 1, 2008- Dust off your camera and click your way across the Oak Ridges Moraine for the second Moraine in Focus Photo Contest. Organized by the Monitoring the Moraine (MTM) and Caring for the Moraine (CMP) projects, this year the theme of the contest is “The Moraine Through My Eyes.”

The Oak Ridges Moraine is an ecologically significant landform extending 160 kilometers from Caledon in the west to Northumberland in the east. Its forests and fields, wetlands and kettle lakes, deep sand and gravel aquifers form the headwaters to over 65 river and streams.

“This contest is about raising awareness of the Oak Ridges Moraine”, says Kate Potter, project coordinator for Caring for the Moraine. “Taking a closer look at the landscape encourages exploration and appreciation of the area by residents and visitors. We all benefit from the moraine as it supplies drinking water, cleans our air and provides incredible biodiversity.”

Subcategories for the 2008 contest include: the Seasonal Moraine (e.g. the moraine in all four seasons), the View From Down Here (e.g. small inhabitants of the Moraine like insects, plants, a children’s perspective), the View From Up Here (e.g. sweeping landscapes, birds in flights, aerials), In Our Hands (e.g. stewardship of the moraine, planting projects, trail building, bird box construction, human interaction) and My Moraine (a human perspective of what the moraine means to the photographer personally).

Last year over 500 entries were submitted. In addition to prizes awarded in specific categories, entrants’ photos were used by project partners in displays, brochures and downloadable screen-savers!

“Photographs act as connection points between humans and the natural world,” says Debbe Crandall, Executive Director, STORM Coalition and Sonia Dong, Interim Executive Director, Citizens’ Environment Watch. Both agree that the Moraine in Focus contest is a great way to showcase the magnificence of the Oak Ridges Moraine while building support for its long-term protection.

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The contest opens April 1st and closes December 31st. Get involved and let the world see the moraine through your eyes!

Full contest details are available at www.monitoringthemoraine.ca.

This contest has been made possible by generous support from the Oak Ridges Moraine Foundation and the George Cedric Metcalf Charitable Foundation.



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Background information:

2007 Photo Contest Slideshow: <http://www.moraineforlife.org/explore/photocontest.php>

Caring for the Moraine: <http://www.moraineforlife.org/caring>

The purpose of the 'Caring for the Moraine' Project is to provide organized and comprehensive environmental services for landowners on the Oak Ridges Moraine.

Citizens' Environment Watch: <http://www.citizensenvironmentwatch.org>

CEW empowers people to take an active role in protecting and sustaining nature by giving people the tools for education, monitoring and influencing positive change. Together we create a healthy environment for all.

STORM Coalition: <http://www.stormcoalition.org>

Save The Oak Ridges Moraine (STORM) Coalition is focused on protecting the ecological integrity of the Oak Ridges Moraine. Since 1989, STORM has been working at the local and regional levels to ensure that municipalities make good planning decisions that respect the environmental significance of the moraine and that take into account its ecological and hydrological functions.

Monitoring the Moraine: <http://www.monitoringthemoraine.ca>

Monitoring the Moraine (MTM) is a collaborative project between Citizens' Environment Watch (CEW) and STORM Coalition (Save the Oak Ridges Moraine). It is designed to engage and sustain community volunteers in science, stewardship, monitoring and decision-making on the Oak Ridges Moraine.

The Oak Ridges Moraine and its boundaries: <http://www.moraineforlife.org>