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Media Release

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For immediate release

FOCUSING ON THE OAK RIDGES MORAINE

Getting out and exploring the breathtaking beauty of the Oak Ridges Moraine's rolling hills, kettle lakes, rivers and trails is good for the psyche and the body; now it could be good for the pocketbook. The grand prize for the Moraine in Focus photo contest is \$1000 and \$500 for the top youth spot.

Presented by the Monitoring the Moraine (MTM) and the Caring for the Moraine (CMP) projects, the contest aims to increase awareness and appreciation of the moraine. Submissions are being accepted from now until October 15, 2007.

"The Moraine in Focus photo contest is all about capturing and enshrining the beauty and wonder of the moraine and then making these images available for everyone to see", says Debbe Crandall, executive director Save the Oak Ridges Moraine Coalition, an MTM project partner. "It's an exciting project."

Photo submissions must be taken on the Oak Ridges Moraine, and fall within one of the four following categories: land and water, plants and animals, people and communities, and youth photographer. Youth entrants must be under 16 years of age as of May 15th, 2007. Youth category submissions can cover any of the three categories already mentioned.

In addition to the grand prizes, a prize will also be awarded to regional winners in every category. For this contest, the moraine has been divided into three areas: West (including the Regions of Peel and York and the Counties of Dufferin and Simcoe), Central (including Durham Region and the City of Kawartha Lakes) and East (including Peterborough and Northumberland Counties).

Winning entries, as well as local submissions, will be displayed at venues across the moraine in November. Confirmed venues include Willow Springs Winery in Stouffville, Archibald's Estate Winery in Bowmanville and the King Street Arts Centre in Millbrook. The images will also appear in educational and promotional materials produced by MTM, CMP and their partners, all of whom are dedicated to the protection and preservation of the Oak Ridges Moraine.

This contest is made possible by the generous funding from the Oak Ridges Moraine Foundation and the George Cedric Metcalf Charitable Foundation.

For more information, visit www.monitoringthemoraine.ca/moraineinfocus, email contest@monitoringthemoraine.ca or call Kate Potter at 905-579-0411, extension 106.