



## CHRISTMAS GREETINGS FROM CPAWS NL

December, 2010

### Year in Review

Happy Holidays from the staff of CPAWS-NL. It has been a long time since we have published an official newsletter, but this year has been very busy with new emerging projects and staffing.

We would like to take this opportunity to introduce ourselves, Suzanne Dooley and Tanya Edwards as the new Co-Executive Directors for the NL Chapter. We extend our best wishes to former Executive Director Julie Huntington and wish her the best of luck in her own endeavours.

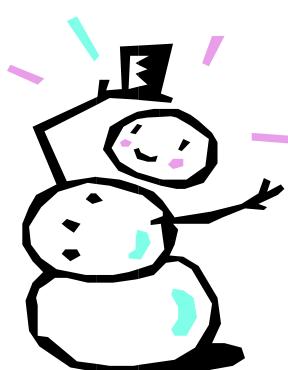
This past year, we have been actively working on an array of projects which include: our National Geographic Geotourism MapGuide which will initially focus on Eastern Newfoundland, the Dare to be Deep Tour which celebrates a new national marine park, our newly formed Adopt-A-Beach program, the development of an ambassador “Ocean Champions” program, various public education campaigns and participation in various marine related projects, as well as projects related to the boreal, parks and caribou.

CPAWS-NL has been fortunate to employ a new marine coordinator through the YMCA internship program, which has allowed us to move forward on various projects. Sarah O'Rourke is currently working with us on marine related issues with emphasis on the Adopt-A-Beach program.

Over the next year, we aim to complete some of the current projects and to build upon other successful projects. We will continue to work closely with communities and will be visiting many communities in the new year. We hope that CPAWS will continue to receive your support, which is instrumental to the future of our natural areas. Together we can protect areas and wildlife throughout Newfoundland and Labrador to ensure their existence tomorrow.

Merry Christmas and Happy New Year!!!!

Suzanne & Tanya



### Board of Directors

- Don Steele—President
- Dan Ficken—Vice President
- Dave Rendell—Treasurer
- Bob Halfyard—Secretary
- Kristen Lowitt
- Piotr Trela
- Dulcie House
- Julie Huntington

### Staff

- Suzanne Dooley—Co-Executive Director
- Tanya Edwards—Co-Executive Director
- Sarah O'Rourke—Marine Coordinator



## **ADOPT -A- BEACH**

The Adopt-A-Beach program is a new initiative led by CPAWS-NL and aimed to recruit volunteers as Stewards in key communities to monitor birds washing up on their local beaches on a weekly basis.

Beached bird surveys are a valuable tool to monitor various sources of mortality occurring in the marine environment, which can otherwise be difficult to assess. They provide information on mortality occurring in the offshore marine environment, such as:

- Exposure to oil pollution
- Entanglement with fishing gear
- Weather-related stranding

Having volunteers monitor local beaches will increase public awareness and appreciation of these types of surveys, birds as an indicator species, the marine environment, oil pollution, etc.

**Volunteer Training on Local Beach with Canadian Wildlife Services Biologist**



Awareness will lead to public support and ownership for local beach surveys and will result in volunteer stewards providing valuable high quality data on beached birds.

The data collected will be used to provide scientific-based information that will help with management decisions at various levels. Monitoring mortality rates is critical in ensuring our marine environment and its resources are healthy, sustainable and available for future generations.

Interested participants will be provided with survey kits and trained by a Wildlife Biologist from Environment Canada's Canadian Wildlife Service. Please contact the CPAWS-NL office if you are interested in becoming involved in this program.

## **DARE TO BE DEEP**



November 8, 2010 CPAWS-NL hosted the 6th stop of the Dare to be Deep Tour – A National Tour for Canada's Oceans. The event occurred in Hampton Hall at the Fisheries and Marine Institute of Memorial University of Newfoundland and Labrador.

The Ocean Tour is a CPAWS National and CPAWS-BC initiated and funded event to celebrate the ocean and its protection for future

generations. The catalyst for the idea of this tour was the establishment of a National Marine Conservation Area (NMCA) in the Gwaii Haanas in British Columbia. CPAWS-BC was a major driving force behind that accomplishment and is taking their celebration across the country to 7 different CPAWS locations who are actively involved with marine conservation. Gwaii Haanas is considered the Galapagos of the north and is



## **DARE TO BE DEEP**

the first deep sea NMCA.

In NL, the evening consisted of informative talks from CPAWS National Manager- Oceans and Great Freshwater Lakes Program, Parks Canada and a Haida Nation representative.

Highlights of the evening included ceremonies by both local first nations and the Haida from BC in addition to the St. John's Native Friendship Centre; The Four winds

Traditional Drum Group. Their ceremony included recognizing Beothuk land as well as other First Nations groups-the Mikmaq, the Innu and the Inuit through words and songs. The Haida ceremony was an eye opening experience to showcase their way of life by sharing their stories and history.

Special thanks to all our volunteers and donors!



## **MEMBERSHIP**

YES, I support the NL Chapter of CPAWS

YES, I want to become a member

YES, I want to renew

Here is my membership donation of:

\$35  \$50  \$100  \$250  \$500  \$\_\_\_\_\_

I have enclosed a cheque (payable to CPAWS)

I prefer to pay by VISA/MC

Credit Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

### **You can help even more**

**By making a monthly donation!**

\$5 monthly  \$10 monthly  \$15 monthly

\$\_\_\_\_\_ monthly

Please deduct this amount from my chequing account at the first of each month. I am enclosing my sample cheque marked VOID.

Please deduct from my credit card (please fill out the information on the attached form).

*We provide tax receipts for all donations.*



## **NATIONAL GEOGRAPHIC GEOTOURISM MAPGUIDE**

CPAWS-NL and a partnership of organizations around the region are joining with National Geographic to highlight the world-class natural and cultural attractions of Newfoundland and Labrador. The project will be completed in stages with the first stage focusing on Eastern Newfoundland. The project seeks to contribute to the economic health of communities by promoting *geotourism*, which is defined as tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents.

Geotourism incorporates the concept of sustainable tourism - that destinations should remain unspoiled for future generations

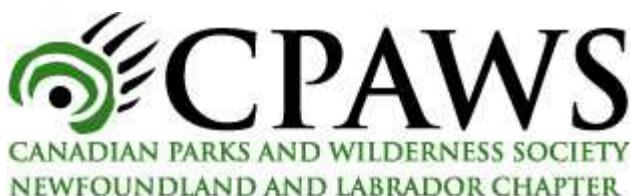
- while allowing for enhancement that protects the character of the locale. Geotourism also adopts a principle from its cousin, ecotourism - that tourism revenue can promote conservation - and extends that principle beyond nature travel to encompass culture and history as well as all distinctive assets of a place.



CAWS-NL will be visiting local communities and inviting you to recommend cultural, historical, or natural landmarks, attractions, activities, events, and local businesses that capture the region's unique character and beauty.

Using your recommendations, CPAWS-NL will produce a Geotourism MapGuide to encourage travel that celebrates and sustains what is most distinctive about Eastern Newfoundland. The two-sided map will include contributions from local writers and experts, detailed entries about sites and events, and background on themes of regional importance. In addition to a hard copy map, an interactive website will also be created.

Please help CPAWS-NL map the best of Newfoundland and Labrador!



172 Military Road  
P.O. Box 1027  
St. John's, NL  
A1C 5M3  
Phone: 709-726-5800  
Fax: 709-726-2764  
E-mail: [nlcoordinator@cpaws.org](mailto:nlcoordinator@cpaws.org)  
[www.cpawsnl.org](http://www.cpawsnl.org)



**From the Staff and Board of CPAWS NL, we wish you a very Merry Christmas and a Safe and Happy New Year!**