

Shuswap Watershed Project
Press Release
April 9, 2010

Celebrate the Shuswap with Style

A week of events dedicated to the Shuswap Watershed

Celebrate the Shuswap Week is gearing up to be an exciting series of events, all focused on helping to improve understanding, appreciation and protection of the Shuswap watershed. The publication of the watershed poster was the first step in this collaborative effort by government agencies, local businesses and conservation organizations to raise awareness of watershed issues.

Many events are scheduled that will help connect people to the watershed through outdoor activities, educational initiatives and entertainment devoted to the Shuswap. During the week, there will be guided hikes throughout the region, tours of the city's water and sewage treatment plants on Tuesday and Wednesday afternoons, stewardship projects undertaken by students of all ages, and fabulous, original art and entertainment.

On Wednesday, April 21st there are three public events beginning at 9:30 with a guided nature hike along the Salmon Arm Bay trails. At noon, music lovers can bring their chairs and lunches to Ross Creek Plaza and enjoy the great Shuswap inspired music of Sasha Lewis and Jesse Clarke. Then at 2 pm, there will be a tour of Salmon Arm's sewage treatment plant that despite its advanced technology may still be contributing too many nutrients to our now algae bloom prone lake.

The Celebration week involves nearly every sector of the community, including Shuswap photographers, artists and musicians. With 33 songs entered, the 'Song for the Shuswap' songwriting contest attracted interest from all types of musicians. The final judging takes place on Earthday evening, Thursday, April 22nd at the Salmar Classic Theatre, when these songwriters will share the stage with a video by Fred Bird and slide shows on the big screen produced by the Shuswap Photo Arts Club and other photographers.

The Shuswap Watershed Project recognizes that the key to improving understanding and respect for the watershed should involve young people, and one way to involve students has been through the essay, art-poster and song writing contests. A team of experts are now hard at work, judging the many entries. The winners will be announced on the 22nd and will receive substantial cash prizes.

The key event of the week, the Shuswap Watershed Conference, will involve students, teachers, and the public as well as government agencies and is being held at Salmon Arm Secondary Sullivan Campus on the afternoon of Friday, April 23rd. Speakers include Chief Judy Wilson, Salmon Arm Mayor Marty Bootsma, Kim Fulton, Phil McIntyre-Paul and Jim Cooperman.

This keynote speech is by Craig Orr, Executive Director of the Watershed Watch Salmon Society on “Water, salmon and resilience: maintaining healthy watersheds in the face of climate change.” Following the talks, a panel of experts will tackle the topic, “What needs to be done to best protect, preserve and restore the watershed?”

After the conference there will be a low-cost, Shuswap Foods dinner prepared by Cookshack Creations. The conference ends with a concert and family dance to Old Man’s Beard sponsored by Askews. Tickets for all events are available at Acorn Music and the Salmon Arm Observer. Conference registration is free with forms available at the Observer, Wickett Business Services and Buckingham Palace. For more information, visit www.shuswapwatershed.ca or phone 833-6100.

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