



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Donate to NVCA this Giving Tuesday to protect and restore your local watershed!

UTOPIA, Ontario (November 27, 2024) – Giving Tuesday is next Tuesday, December 3! The Nottawasaga Valley Conservation Authority (NVCA) is [accepting donations](#) to help restore local rivers and streams, maintain conservation areas, inspire youth to connect with nature and monitor the health of our local environment.

This year, NVCA's Environmental Education team introduced French-language programming to schools and connected with students to protect water quality in local rivers and streams. The Stewardship team restored rivers and streams and created wetlands, while the Lands team made NVCA's conservation areas safer and more enjoyable for all users. The Watershed Monitoring team monitored the health of our streams and launched a pilot project to monitor the effects of climate change.

Funds raised from Giving Tuesday give opportunities for students to connect with nature, help students learn to connect with nature, and allow NVCA's staff and volunteers to protect and restore local rivers and streams. More resources will be available for trail maintenance, and staff can continue to monitor streams, rivers, wetlands, forests and groundwater so residents can learn about their local environment.

"We have ambitious plans for 2025 to continue the great work our teams have been undertaking," said Kyra Howes, Director of Conservation Services at NVCA. "NVCA staff are very resourceful and have many years of experience in using donations as leverage to raise even more funding through grants and partnerships. Some programs can generate \$4 from every \$1 of donation through grants and other funding opportunities!"

Donations can be made [online through NVCA's website](#), by cheque or by visiting [NVCA's administration office](#). NVCA also welcomes volunteers to help plant trees, and restore rivers and streams, and is actively recruiting volunteers to help promote conservation areas and shape future events and festivals.

Giving Tuesday is the world's largest generosity movement. It is an opportunity for people around the world to stand together and support their communities or give to the causes they believe in.

For more information or to donate, nvca.on.ca.

- 30 -

About NVCA: The Nottawasaga Valley Conservation Authority is a public agency dedicated to the preservation of a healthy environment through specialized programs to protect, conserve and enhance our water, wetlands, forests and lands.

Media contact: Maria Leung, Senior Communications Specialist, 705-424-1479 ext.254, mleung@nvca.on.ca