

For Immediate Release  
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## **CRD Named Forest Capital of Canada for 2010-2011**

### **CFA brings *Strong Roots, Green Shoots* to the Cariboo Chilcotin**

*Williams Lake, BC* - Today, the Cariboo Regional District (CRD) was named the 2010-2011 Forest Capital of Canada by the Canadian Forestry Association (CFA) at a news conference in Williams Lake. Officials from the CRD and the CFA were on hand along with MLA Donna Barnett. MP Dick Harris and Cathy McLeod sent their congratulations to the Regional District in prepared statements from Ottawa.

The goal of our 2010-2011 Forest Capital program is to foster regional partnership through celebration and community support for our forest industry, while bringing awareness of current issues to senior levels of government to attract more resources, to manage the effects of the pine beetle infestation, and create new economic opportunities. Our first major Forest Capital event to start addressing these initiatives will be at the 2010 Olympics in Vancouver where the CRD will be representing our region as part of the Richmond O-Zone and BC Street Pavillion events. This venue, with an estimated 15,000 visitors per day, is an excellent venue to showcase the economic, lifestyle and recreation opportunities our forests and the region have to offer.

"I am deeply honoured that the Cariboo Regional District was selected by the Canadian Forestry Association as the 2010-2011 Forest Capital of Canada," stated CRD Chair Al Richmond. "The recent past has been extremely challenging for our region, however through this designation, we will celebrate the vital role the forest industry has played in shaping our communities and raise awareness to the importance of this industry on the national and international levels."

The designation of the CRD as the 2010-2011 Forest Capital of Canada marks the first time in almost 20 years that the honour has been awarded in British Columbia. The 2008-2009 designation was held by Norfolk County, Ontario. Representatives from Norfolk will be travelling to Williams Lake in January, 2010, along with representatives from the Canadian Forestry Association and the Federal government for an official "Handing Over" ceremony.

"The Canadian Forestry Association applauds the Cariboo Regional District's positive, proactive approach in seeking ways to provide support to its forest industries in the wake of the economic downturn and the effects of the Mountain Pine Beetle," stated CFA General Manager, Dave Lemkay. "Through the exemplary regional collaboration demonstrated to date, the Forest Capital of Canada designation nicely creates the regional and national showcase needed to highlight the forest values of the Cariboo Chilcotin."

The CFA, established in 1900, advocates the importance of the protection, management and renewal of Canada's forests, water and wildlife resources. The Association identified the Cariboo Chilcotin as a region where forestry and its affiliated industries impact almost every community. Innovation and human ingenuity are creating new economic opportunities everyday to ensure our forest economy remains prosperous while facing the aftermath of the Mountain Pine Beetle epidemic and recent market challenges.

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**Canadian Forestry Association**  
**Association forestiere canadienne**