



Friends of Fish Creek Provincial Park Society
P.O. Box 2780 Stn M, 15975 Bow Bottom Trail SE, Calgary, AB, T2P 2M7

MEDIA RELEASE

For Immediate Release - May 29

The Friends of Fish are pleased to present Creekfest - Reimagined!

Through the Friends of Fish Creek's Watershed Public Awareness campaign, we encourage environmental stewardship and work to increase community members' understanding of conservation issues. Creekfest is an important component to our Watershed Public Awareness campaign and it would traditionally be a free one-day festival in Fish Creek Provincial Park. At Creekfest we showcase the natural beauty of this province's protected areas and raise awareness about conservation, with a focus on wildlife, responsible park use and healthy watersheds. The current economic and social situation brought on by Covid-19 has changed the way we will be able to organize and deliver Creekfest, so this year, the Friends will bring you Creekfest – Reimagined!

Creekfest – Reimagined will kick off on Park's Day Saturday, July 18 with an online concert from Peter Puffin's Whale Tales, Juno-award winning children's performer and long-time supporter of Fish Creek Provincial Park. We are pleased to welcome back Peter Puffin's Whale Tales, who has been a part of this truly amazing summertime event since 2011. Peter Puffin's Whale Tales' will share his message of conservation in his energetic and captivating style through a free virtual performance.

Creekfest – Reimagined will take place during the week of July 18 – 24 and this year's festivities will focus on staying connected to each other and to the Fish Creek Community. While it is currently not possible to host a large gathering, the Friends are planning to welcome a variety of community-focused organizations and enable them to share their message of conservation with the community through recorded videos or live online performances and presentations. This week-long series of educational and entertaining content will focus on environmental stewardship in Fish Creek Provincial Park and throughout the province. Through new innovations for outreach and engagement, we are hoping to reach an even wider audience than we could through a one-day event.

As the situation surrounding Covid-19 continues to evolve, the Friends will also adapt and shape Creekfest - Reimagined into a truly amazing and memorable event that will benefit the Fish Creek Community.

Please contact the Friends for more information and stay tuned to **www.friendsoffishcreek.com/event/creekfest** and **facebook.com/creekfestinfishcreek** for updates on Creekfest - Reimagined!

Thank you to Creekfest supporters Land Stewardship Centre of Canada, funded by Alberta Environment and Parks, Miistakis Institute/Calgary Foundation, City of Calgary, and TD Park People Grants.

What: Creekfest - Reimagined!

When: Parks Day - Saturday, July 18 and up until July 24

Where: Online

For more information media may contact Chris Lalonde, Communications Coordinator at chris@friendsoffishcreek.org or 403-238-3841 ex. 1