



**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 – November 6, 2020

The Friends of Fish Creek present the I Love Fish Creek Fundraiser this November

This year our daily lives have been significantly impacted and we continue to face challenges surrounding health, safety, economic struggles, and an underlying current of uncertainty. However, Fish Creek Provincial Park is here for all community members as a place to relax, unwind, connect with nature, and connect with others. Fish Creek is a cherished provincially protected urban greenspace that spans the south part of this great city and is surrounded by over 30 communities.

"Fish Creek Provincial Park is like a best friend," said Fish Creek Community member Helena, "No matter what the weather, the multitude of pathways lead one to the awe-inspiring beauty of nature. I am so blessed to live near Fish Creek Provincial Park."

More visitors have benefitted from this park this year than at any other time since it opened over 45 years ago. Since the spring, the Friends of Fish Creek have explored opportunities to express and implement creativity. Our new I Love Fish Creek fundraiser is the perfect example of leveraging innovation to meet the needs of the people who cherish, and benefit from, this amazing park.

For an area that means so much to so many, Fish Creek Provincial Park receives very little direct funding. It is for this reason that the Friends continuously raise funds for the conservation, preservation, and long-term sustainability of this park. This November, the Friends of Fish Creek are inviting community members to show how much they care and want to give back to this park through the I Love Fish Creek fundraising campaign.

There are 5 exciting ways to support this park. Whether you are a new or long-time supporter, you can show your love of the park by bidding, texting, donating, or fundraising to help us achieve our goal of \$12,500! Share your Fish Creek story on our website and tell us what this park means to you.

Donations can be made by texting GIVE to 587-417-6606 or through our online gateway. As always, your dollars will be used to support our education and stewardship initiatives that help to protect and conserve this beloved place. Community members can bid on amazing silent auction items through our secure auction platform - items include valuable gift certificates, artwork, gift baskets and more! Show your love for Fish Creek this month by taking part in our crowdfunding campaign by starting a team and raising funds within your circle of friends, family, and co-workers. Special thanks to all of the local businesses who contributed items for our online silent auction.

What: I Love Fish Creek Fundraiser

When: November 1 – December 1, 2020

Where: Online at <https://friendsoffishcreek.org/programs/love>

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For more information contact the Friends of Fish Creek or visit
<https://friendsoffishcreek.org/programs/love>

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