

# Media Advisory



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To Select Media

For Immediate Release

## Special guests help stock Atlantics in Cobourg Brook

This week, Cobourg Brook is being stocked with about 25,000 Atlantic salmon. On Wednesday, October 25, starting at 2:00 pm, the media is invited to get knee-deep in this internationally acclaimed Lake Ontario Atlantic Salmon Restoration Project. Chest waders are available so that reporters can get close-up shots of this outstanding hands-on conservation work.

**Date:** October 25, 2006 at 2:00 pm  
**Where:** See the map posted at [www.bringbackthesalmon.ca](http://www.bringbackthesalmon.ca) or call for directions.  
**What's happening:** Fish stocking will follow a brief overview of the Lake Ontario Atlantic Salmon Restoration Project. Special guests will include dignitaries and municipal candidates, as well as representatives from the Ontario Federation of Anglers and Hunters, Ministry of Natural Resources and the Ganaraska Region Conservation Authority.

Since the release of over 60,000 Atlantic salmon last May, the O.F.A.H. and the G.R.C.A. coordinated a team of summer students, as well as volunteers from a local high school, who made major habitat improvements along the Cobourg Brook.

“We have also been busy monitoring Cobourg Brook and we are encouraged to see that the growth and survival rates of the recently reintroduced Atlantic salmon have exceeded our expectations,” said Chris Robinson, O.F.A.H. Atlantic Salmon Program Coordinator.

Stocking Cobourg Brook with Atlantic salmon is all part of a history-making conservation endeavor that was officially unveiled this past spring by the Ontario Federation of Anglers and Hunters and its conservation partners, including Banrock Station Wines, LCBO, Ontario Ministry of Natural Resources and the Canadian Sportfishing Industry Association. Other project partners include Trees Ontario, Trout Unlimited Canada, Fishing Forever Foundation, WFN: World Fishing Network, Ontario Wildlife Foundation, Canadian Wildlife Federation and Fleming College.

For more information, visit [www.bringbackthesalmon.ca](http://www.bringbackthesalmon.ca)

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