



Meewasin Valley Authority
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NEWS RELEASE

for immediate release

\$100,000 Dedication Gift Supports Revitalization For Meewasin Valley in Brent Loucks Name

June 23, 2022

Media is invited to join us on Thursday, June 23 at 11:35 am for a photo and interview opportunity with Brent Loucks at the new interpretive panel at Gabriel Dumont Park.

The Meewasin Valley Authority received today a major gift of \$100,000 from Rawlco Radio. The gift is a dedication to long-time 650 CKOM Morning Show host, Brent Loucks, who decided it was time to sleep in after 40 years of “4 AM” this past February.

The gift will establish the ***Brent Loucks Valley Revitalization Program***, an initiative that works towards the beautification and restoration of the Meewasin Valley.

“I looked at this awe-inspiring view from the CKOM studio for many years. It was the daily backdrop to my career and many enjoyable moments in my life,” said Brent Loucks. “I am proud to support Meewasin and the work they do to keep our city beautiful.”

In recognition of this generous gift, Meewasin Valley Authority has placed an interpretive panel in Gabriel Dumont Park along the Meewasin Trail near where Brent’s studio faced. Visitors to the Meewasin Trail can learn about Meewasin’s restoration process, revitalization projects, and engage with the program through an interactive QR code on the panel.

“Meewasin does significant revitalization work throughout the Meewasin Valley each year and we are so proud to have a program that supports this work named after Brent Loucks, who has done so much for our community over his life and career,” said Andrea Lafond, CEO for Meewasin Valley Authority. “This donation will enable us to continue replanting native vegetation, removing invasive species and many other activities to improve biodiversity and maintain the beauty of the river valley and connected green spaces.”

Meewasin deploys many traditional and new techniques in restoration. Projects have included; restoring old hayfields and cropland to native prairie using native grass seed; stabilizing the riverbank from erosion with shrubs and trees; mitigating impacts of road development on creeks through bioengineering techniques; using native aquatic plants for wetland shoreline restoration, and adding wildflower and shrub beds to increase wildlife and pollinator habitat along the Meewasin Trail.

You can further this mission and donate to the program and support Meewasin's efforts. Donations made to the **Brent Loucks Valley Revitalization Program** are put towards restoration efforts and recognized at a yearly dedication ceremony.

Webpage to donate:

www.meewasin.com/donate



For more information, contact Andrea Lafond, Chief Executive Officer at alafond@meewasin.com or (306) 665-6887

Media contact: Heather Bonyng, Director of Promotions at Rawlco Radio Ltd. Saskatoon at hbonyng@rawlco.com or 306-477-9265

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About Meewasin Valley Authority

The Meewasin Valley Authority exists to ensure a healthy and vibrant river valley, with a balance between human use and conservation by:

- *Providing leadership in the management of its resources;*
- *Promoting understanding, conservation and beneficial use of the Valley; and*
- *Undertaking programs and projects in river valley development and conservation, for the benefit of present and future generations.*

There are 67 square kilometers of land and more than 105km of established trail, which has seen up to 2.24 million trail visits per year, in the Meewasin Valley. The area also features sites that help people to connect to nature through experiences such as Beaver Creek Conservation Area, the Northeast Swale, Saskatoon Natural Grasslands, the River Landing Spray Area, and the Cameco Meewasin Skating Rink @Nutrien Plaza. Meewasin is a non-profit organization that relies on donations and volunteers for sustainability. To get involved or learn more visit www.meewasin.com