



Journey TO THE **Yukon's**
THREE RIVERS
THE YUKON'S GREAT BOREAL WILDERNESS

A CPAWS CROSS-CANADA TOUR - APRIL 11-MAY 17

Final Report

In April and May 2007, CPAWS' *Journey to the Yukon's Three Rivers* attracted nearly 3,000 art and wilderness lovers to shows in 12 major cities across Canada featuring a multi-media presentation by Yukon conservationist Juri Peepre.

The tour succeeded in transforming this boreal conservation project into a campaign with nationwide support. CPAWS' unique structure with strong local chapters across the country enabled Canadians from coast to coast to be captivated by this Boreal Forest conservation opportunity in the Peel watershed's spectacular mountain boreal wilderness.

One of the world's last great intact wilderness areas, the Yukon's Peel watershed -- home to the Snake, Wind and Bonnet Plume Rivers, represents the northern anchor of the Yellowstone to Yukon conservation corridor.

During the tour, 2,000 event attendees signed a scroll supporting the local First Nations' Vision Statement for the conservation of the Peel watershed. At the Coming Home event in Whitehorse, CPAWS presented the scroll to the Gwich'in and Nacho Nyak Dun community members, whose ancestral home lies within the watershed.

Art was also a highlight during the tour. Many of the artists who paddled on CPAWS' 2003 Three Rivers Journey, and other local artists, participated in the events. CPAWS' unique structure with strong local chapters across the country made every event a success.

As the decisions about the future of the Three Rivers region come closer, CPAWS is investigating bringing the tour to the US and Europe -- broadening again the circle of people connected to protecting Canada's great Boreal Forest.

The Three Rivers Campaign

Protecting a global wilderness treasure

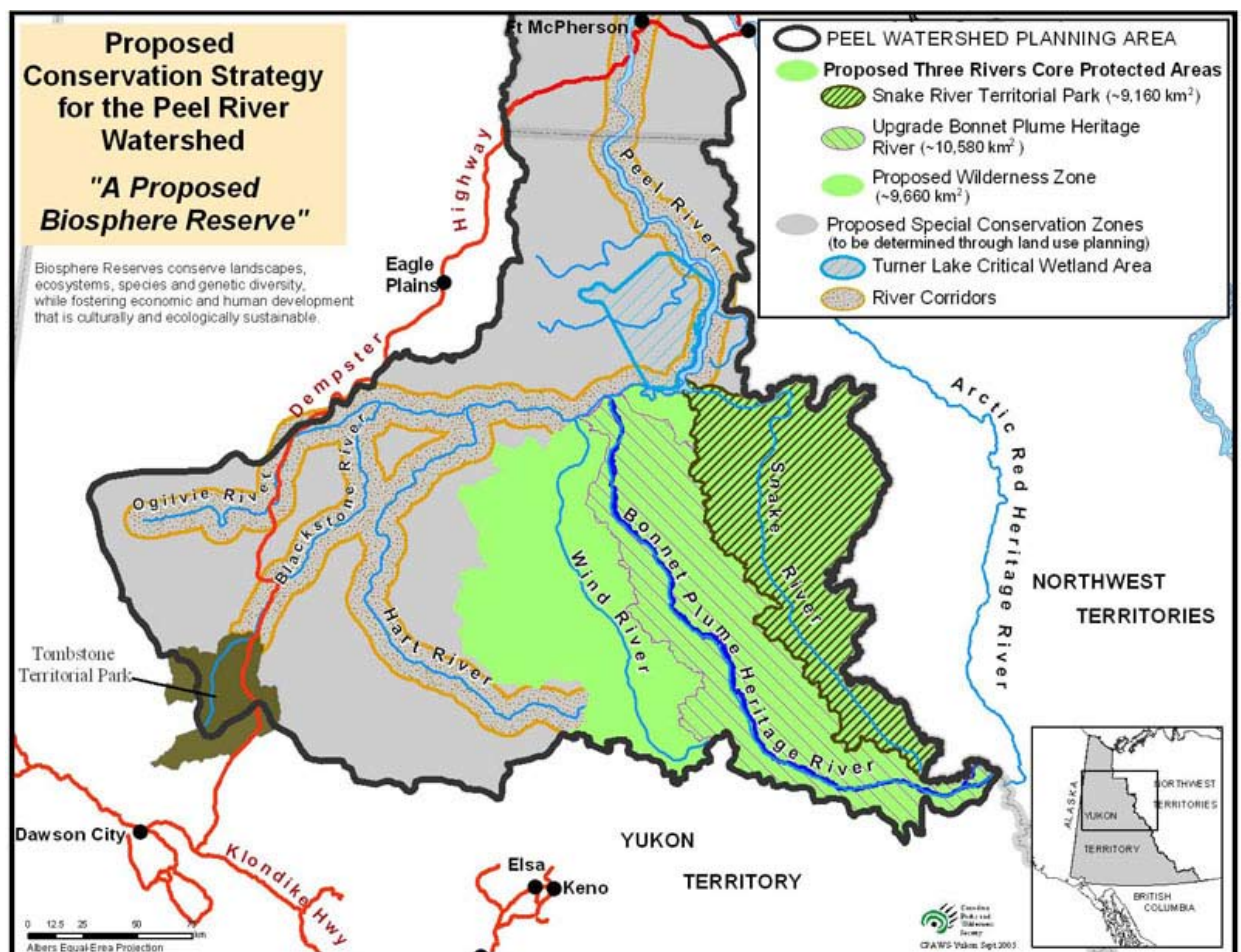
The Peel watershed is one of the few remaining places on earth where large tracts of pristine wilderness still exist.

CPAWS' goal is to protect the wilderness of the Three Rivers, conserve the greater Peel watershed's ecological integrity in a Biosphere Reserve, and limit industrial development in the region.

The Yukon's Three Rivers region, nestled within the 77,000 km² Peel watershed, is an important part of Canada's wilderness heritage. It

anchors two extraordinary natural regions — the Boreal Forest that cloaks northern Canada like a green mantle, and the Yellowstone to Yukon corridor. The watershed is important refuge for some of the world's largest populations of woodland caribou, grizzly bears, wolves and peregrine falcons.

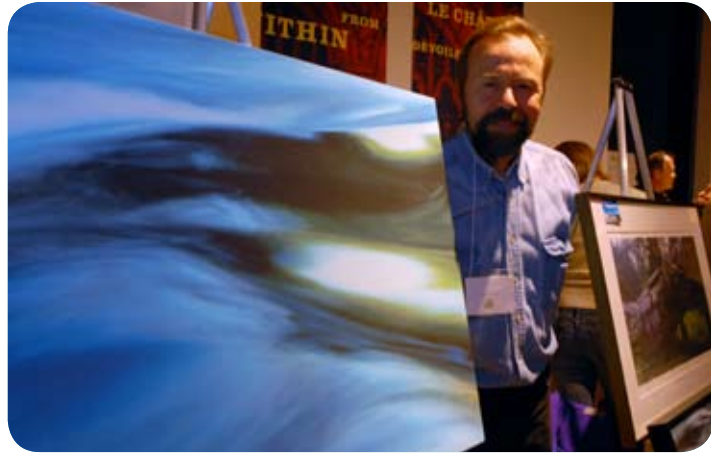
The Snake, Wind and Bonnet Plume Rivers are dream destinations for paddlers. They're ancestral home to the Nacho Nyak Dun and Tetlit Gwich'in First Nations. For generations, the plants and wildlife of this region have provided sustenance, while its rivers and valleys offer back country travel, challenge and solitude.



Engaging a new audience in wilderness conservation

Journey to the Yukon's Three Rivers national tour continued to build on CPAWS' work in recent years to introduce Canadians to the Boreal Forest through live events. With the *Three Rivers* tour, we added wilderness art and artists to the mix – broadening our circle of engagement.

CPAWS will build on these successes and relationships with our supporters and partners to further our conservation efforts across Canada.



Who did we reach?

Participation in events

Attendees	2,810
Volunteers.....	125
Local artists.....	47
Local sponsors	59

Website visitors: April and May
CPAWS..... 15,220

Earned Media

22 stories across the country
(TV radio, print)

Newspaper Advertising

23 Ads placed in 8 major dailies
Total circulation..... 1.7 million

Special thanks to these participating artists:

Ottawa: Becky Mason, Mike Beedell, Karen Whyte, Dot Bonnenfant, Luis Enrique Oliver, Jim Lamont, Barbara Gamble, Marylee Laing, Jose Mansilla-Miranda and Peter Gillespie.

Montreal: Catherine Young Bates, Sara Peck Colby, Mary Martha Guy, David Gillanders, Ann McCall, Graeme Ross and Larry Williams

Toronto: Ron Bolt

St. John's: Marlene Creates

Vancouver: Brian Brett, Haruko Okano, Gwenn Curry

Saskatoon: Courtney Milne

Other Special Guests:

Halifax

David Myles, singer/songwriter

Saskatoon

Joseph Naytowhow, singer/songwriter

St. John's

Gary Green, Inuit storyteller

The Nippik Inuit Drummers

Whitehorse

Daniel Janke, singer/songwriter

Left: Map: proposed conservation strategy for the Peel watershed

Above: Mike Beedell, one of the artists featured at the Ottawa event. Photo: Anouk Landry

On the cover: The Yukon's Wind River. Photo: Fritz Mueller.

CPAWS thanks our national tour partners

The invaluable support of tour partners and sponsors made the Three Rivers national tour possible.

MEC provided display space in their English stores to



promote the tour featuring information about the *Three Rivers* tour and also sold tickets to the local events. Many stores also provided financial support and raffle prizes to local CPAWS chapters for their event.

Yukon Wild provided financial support to cover publicity costs including advertising space in eight major newspapers across the country. This was the first time CPAWS was able to place paid ads for our events which resulted in reaching 1.7 million people. This significantly increased our capacity to reach beyond our existing membership base.



Generous sponsors made 2 trip prizes possible

CPAWS offered a national door prize in which attendees could enter to win a trip down the Wind River courtesy of Yukon's Sila Sojourns and Waldens Outfitting.

In addition, Yukon Wild offered an online contest to all members of the public to win a "Yukon Adventure". Due to the extensive outreach, Yukon Wild doubled the number of people they anticipated reaching through their online contest.

And thanks to these sponsors:



A great cast of local sponsors

Air Labrador
Mike Beedell
Beni Malone Wonderbolt
Mr. John and Janet Blachford
Black Feather Wilderness Adventure
Bon Tours
Dot Bonnanfant
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Cadbury
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Chinook River Sports
Coca-Cola Bottling
Crime Writers of Canada
Fritz Mueller
Gatherall's Puffin & Whale Watch
Glow in One Golf Inc

Green Living Show
Good Earth Café
Gros Morne Adventures
Herb and Spice
Holiday Lanes
Hollow Reed Holisitc
Howse of Flowers
Humber Valley Resort
In Motion Health Centre
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Living Rooms
Lotex
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Mayflower Adventures
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Northern Soul
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The Fluvarium
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The Sprout
Toys "R" Us
U of Winnipeg
Wallnuts Climbing Centre
Wilderness supply
Wildland Tours
Winterholme Heritage Inn

CPAWS supports the responsible management of the world's forests and uses FSC certified products.