

Attention: News / Environment / Recreation / Travel & Tourism Editors and Reporters

News Release

September 13, 2007

Take a hike! Greenbelt Hiking Map launches at your local LCBO

(Toronto) –Britney Spears’ new single “Gimme More” is not flying off shelves just yet but you can be sure the new *Greenbelt Walks* hiking brochure and map is. It’s time to turn off the MP3 players, shut down YouTube, and get outside and find something new to do. With the largest network of hiking trails in Canada, there’s no need to look any further than Ontario’s Greenbelt.

Hiking provides a great source of physical activity anytime during the year. With the help of the LCBO, the *Friends of the Greenbelt Foundation* is pleased to present the *Greenbelt Walks* hiking brochure and map in which Ontarians are encouraged to step out and explore our living countryside.

The easy-to-use, colourful *Greenbelt Walks* brochure outlines the Bruce Trail, Trans Canada Trail and Oak Ridges Trail. In addition to these three main trails on the map, there are hundreds of smaller local trails criss-crossing the Greenbelt.

“The next time you’re out at the LCBO picking up your wines and beers from Greenbelt towns, you can also pick up your very own *Greenbelt Walks* map,” says Burkhard Mausberg, President of the *Friends of the Greenbelt Foundation*. “Being active and getting outside and enjoying the Greenbelt is for everybody,” he says. “The *Greenbelt Walks* guide provides the opportunity for people to enjoy areas of the Greenbelt they haven’t discovered.”

The Greenbelt’s 1.8 million acres (720,000 hectares) wraps around the Golden Horseshoe and is vital to the quality of life of Ontarians. It encompasses the Niagara Escarpment, the Oak Ridges Moraine, Rouge Park, some 7,000 farms, and hundreds of rural towns and villages. The *Friends of the Greenbelt Foundation* began its work in June 2005 as an independent, charitable foundation with a mandate to fund organizations in support of farming, the environment and rural communities located in Ontario’s Greenbelt.

“The LCBO, aided by its suppliers, has helped preserve Greenbelt habitat through our Natural Heritage Fund, which has raised almost \$2 million to restore and rehabilitate native Ontario wildlife and habitat,” says Lyle Clarke, LCBO’s Environmental Strategy project leader. “Helping distribute

the Greenbelt Walks guide in our stores complements our other environmental initiatives, such as introducing environmentally-friendly packaging, encouraging recycling of beverage alcohol containers to higher end-uses through the Bag-it-Back program, and promoting cloth Enviro Bags as an alternative to plastic or paper.”

The free map will be distributed at more than 225 LCBO stores throughout the Greenbelt area, as well as at local festivals, tourism businesses, hiking organizations and wineries.

With polls showing over 90% of public support for the Greenbelt’s goal of protecting land, the *Friends of the Greenbelt Foundation* has to-date announced the awarding of close to \$10 million in grants to not-for-profit organizations working in support of farming, the environment and rural communities located in the Ontario Greenbelt.

- 30 -

For further information and a digital copy of the brochure, please visit www.OurGreenbelt.ca, and contact: Jennifer Asselin, Friends of the Greenbelt Foundation, tel: (416) 960 -0001, email: jasselin@ourgreenbelt.ca