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## **AWA Lakeland Country Project supported by the RBC Blue Water Project**

The Lakeland Country tourism proposal in the recently released draft Lower Athabasca Integrated Regional Plan presents a major opportunity for local citizens to weigh in on the special values of their region. AWA has developed a plan to encourage conversations throughout the Lakeland region about water-based recreation and tourism opportunities and increase citizen participation in the process.

AWA has received a donation of \$5,000 through the RBC Blue Water Project to support the initiative. "AWA is very appreciative of the Blue Water Project and the Royal Bank of Canada's support for community based initiatives", says AWA executive director, Christyann Olson. "AWA has been working in the Lakeland region for more than 20 years and we know there are many community members who are passionate about this area and want to contribute to a plan that will ensure the area's wilderness and recreation values are here for many years to come."

AWA plans to work with community groups and park users in the area, to learn what people value most in Lakeland Country and in which direction they hope this project will go" says AWA conservation specialist Carolyn Campbell. "We hope these ideas will inform the Lower Athabasca Regional Plan, which proposes Lakeland Country as a potential iconic tourism destination".

A cheque presentation and open house will be held today at the Bonnyville RBC branch at 11:00 a.m. AWA looks forward to meeting residents and AWA members at the bank.

**For more information:**

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