



MEMPHRÉMAGOG CONSERVATION INC.

FOR IMMEDIATE RELEASE

Attention Publicity directors

Distribution of free trees by MCI

Magog, Wednesday, May 18, 2016: Memphremagog Conservation Inc. (MCI) will be distributing, for free, more than 2.400 trees in Austin, Magog and Stanstead Township, continuing its reforestation efforts in the Lake Memphremagog watershed, which is an immense water reservoir providing drinking water to 170,000 residents.

This is the eighth year that MCI has organized a tree distribution in three municipalities of the watershed of Lake Memphremagog, to promote the importance of forests in this important ecosystem. MCI is doing this in support of its Conservation Program aimed at natural landscapes in the watershed. By distributing trees, MCI is encouraging people to reforest their land, to preserve existing forest cover and generally to emphasize the importance of trees and forests. In actual fact, protecting forests achieves a number of objectives: habitat protection, protection of natural landscapes, soil conservation, maintenance of biodiversity, climate regulation, carbon sequestration, and, of priority importance to MCI, maintenance of the quality of the water of Lake Memphremagog by improving the filtration of pollutants and preventing shoreline erosion and the transport of sediments into the lake.

TIME AND PLACE OF TREE DISTRIBUTION

TIME AND PLACE OF TREE DISTRIBUTION		
AUSTIN SATURDAY MAY 28, 2016 From 9 am to Noon Dépanneur Marché Austin 2220, Nicholas-Austin Road	MAGOG SUNDAY MAY 29, 2016 From 10 am to 3 pm Centre d'interprétation du Marais de la Rivière aux Cerises 69, chemin Roy In collaboration with Magog and LAMRAC	STANSTEAD TOWNSHIP SATURDAY MAY 28, 2016 From 9 am to 11:30 am Forand Park in Fitch Bay In collaboration with Stanstead Township

The following species of trees will be available: Yellow Birch, Black Cherry, Bitternut Hickory, Red Oak, Bur Oak, Sugar Maple, Red Maple, Black Walnut, White Spruce, Norway Spruce, White Pine, Red Pine, Balsam Fir and Tamarack.

For further information, contact MCI at (819) 340-8721 or visit our web site at www.memphremagog.org.

Partners: Ressources naturelles et faune Québec and Association forestière des cantons de l'Est.

About MCI : **Memphremagog Conservation inc. (MCI)** is a non profit organisation formed of volunteers, working since 1967 for the protection of the environmental health and natural beauty of Lake Memphremagog and its watershed. With the strength of its membership, it works to ensure that all residents of the region, permanent and seasonal, waterfront or not, can benefit from and enjoy a healthy lake, for today, tomorrow and for generations to come.

Source: Memphremagog Conservation Inc. Robert Benoit, volunteer President (819) 868-1369 or (819) 821-0711.