



## MEDIA RELEASE

### **MEC launches Homewaters: a crowdsourcing campaign for freshwater conservation** *Online program benefits Canadian lakes and rivers and the groups that protect them*

**Vancouver (June 25, 2014)** –Canada’s leading outdoor retailer Mountain Equipment Co-op (MEC) is once again championing environmental engagement with the launch of Homewaters ([www.mec.ca/homewaters](http://www.mec.ca/homewaters)), an online campaign that enables Canadians to connect with and support our precious freshwater resources. The multi-year campaign will run in 2014 between June and October to resonate with people when they are enjoying Canadian lakes and rivers the most.

“Canada’s lakes and rivers are great natural pathways that shape what it means to be Canadian,” said MEC CEO David Labistour. “We canoe, paddleboard and swim in them just as they provide us with the water we need to survive. The Homewaters campaign is designed to ensure that our lakes and rivers remain healthy for future generations.”

With more than 3.75 million members in Canada and extensive reach through its communication channels, MEC is well positioned to encourage thousands of Canadians to take part in the Homewaters campaign.

The Homewaters website will profile eight provincial freshwater organizations and encourage the public and MEC members to engage with their local NGO of choice by signing up to learn more and to be inspired to take action.

The eight environmental organizations being promoted in the 2014 Homewaters campaign include:

[Alberta Wilderness Association](#), Alberta  
[Centre for Indigenous Environmental Resources](#), Manitoba  
[Ecology Action Centre](#), Nova Scotia  
[Fraser Riverkeeper](#), British Columbia  
[Lake Ontario Waterkeeper](#), Ontario  
[Ottawa Riverkeeper](#), Ontario and Quebec  
[Stratégies Saint-Laurent](#), Quebec  
[Water Wealth Project](#), British Columbia

MEC’s creation of the Homewaters campaign was derived from the retailer’s membership in 1% for the Planet. Every year, MEC contributes one per cent of its sales (nearly \$3.1 million in 2013) to Canadian non-profit organizations with a focus on environmental and outdoor recreation initiatives

Conserving ecologically and recreationally important places in Canada is one way MEC strives to inspire and enable Canadians to lead active outdoor lifestyles.

#### **About MEC**

Canada’s leading outdoor retailer, MEC is passionate about inspiring and enabling everyone to lead active outdoor lifestyles. From city streets and yoga studios to backcountry trails and pristine waterways, MEC matches people with expertise, experience, enthusiasm, clothing and gear for camping, snowsports, watersports, cycling, climbing, hiking, running and fitness. Through our commitment to 1% for the Planet, every year members’ purchases allow us to donate one percent of sales (\$3.1 million in 2013) to Canadian non-profit organizations that help conserve ecologically and recreationally important areas. MEC has over 3.75 million members across Canada. Become part of MEC with a \$5 lifetime membership and visit us at our 17 stores, at [www.mec.ca](http://www.mec.ca) and our Shop MEC iPhone® app.

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