

## PRESS RELEASE

**For Release:** Immediately

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### **Saugeen Conservation Launches New Website and Unveils Logo**

**South Bruce** - Saugeen Valley Conservation Authority (SVCA) is excited to announce the launch of its new website, [www.saugeenconservation.ca](http://www.saugeenconservation.ca) and its new logo. One of Ontario's 36 conservation authorities, Saugeen Conservation has not had a refresh of its inaugural website in several years and an assessment of its logo in 20 years.

The new website features a fully interactive experience for clients that use the programs and services offered by the conservation authority including an easy to navigate menu, on-line mapping, a story map, email notifications by page or topic area, and a description of what we do and how we do it. Users can subscribe to page updates such as flood and low water messages, education and other events in our conservation areas, water quality projects, and more. There is also an events calendar and a news section for watershed residents to stay informed of current developments and activities.

"Our new website makes the work we do more accessible to and understood by our watershed residents," said Maureen Couture, SVCA Chair. "This ease of use is especially important as we continue to work towards our provincial mandate and strategic priorities."

Our new logo consists of a designed symbol and accompanying wordmark that are always used together in full. The logo's symbol depicts the winding Saugeen River – the third-largest river system in southern Ontario and a popular canoe and kayak route. The design also features the signature Lake Huron sunset, one of the most iconic and beautiful sunsets in Ontario. The design's trees represent the watershed's rich forests, characterized primarily by deciduous species such as maple, beech and ash, and coniferous species such as cedar and pine. The design recalls both the themes of water, which lies at the heart of SVCA's mandate, and forest management, which includes the popular tree planting program that is well known among residents.

Saugeen Conservation invites visitors to explore the new website and provide any feedback through the website. To stay informed, subscribe to our on-line quarterly newsletter.

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#### **Watershed Member Municipalities**

Municipality of Arran-Elderslie, Municipality of Brockton, Township of Chatsworth, Municipality of Grey Highlands, Town of Hanover, Township of Howick, Municipality of Morris-Turnberry, Municipality of South Bruce, Township of Huron-Kinloss, Municipality of Kincardine, Town of Minto, Township of Wellington North, Town of Saugeen Shores, Township of Southgate, Municipality of West Grey

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