

Special thanks to New Brunswick's conservation-minded landowners

On Saturday, Oct. 18, 2003, as chairman Victorin Godin of the DUC Committee “de la Péninsule” greeted guests in Bas-Caraquet, everyone knew this was to be no ordinary DUC dinner. For the first time, Northern New Brunswick conservation-minded landowners were to be recognized for signing DUC stewardship agreements to protect their coastal habitats for future generations.

That night, the DUC dinner had been sold out and approximately 260 people attended, which was the biggest crowd ever for this tiny community. Among the landowners in attendance were:

Marielle Doiron, Serge and Jeannine Dugas, Yvette Landry and Denise Duguay, Roger Lanteigne, Paulette Blanchard, Simone Doiron, Village de Bas-Caraquet, Aline Theriault, Aline Lanteigne, Rufino Landry, Patrick Doucet, Claudette and

Gilles Savoie, Chantale Gratton, Bernard Friolet, and Marcel David.

These landowners received a special “Attestation de Reconnaissance” – a Certificate of Appreciation from Phil Boucher, DUC’s champion for the Gulf of St. Lawrence Coastal Wetland Stewardship program. To date, Boucher has 16 agreements signed to his credit, and at least 10 more awaiting signatures.



Phillip Boucher presents landowners, Serge and Jeannine Dugas, a Certificate of Appreciation at a DUC dinner in Bas-Caraquet. (l-r): Jeannine Dugas, Phillip Boucher and Serge Dugas.

DUC Moncton Ladies Luncheon

Sunday afternoons can be boring but on Nov. 2, the Moncton Ladies Luncheon was enlivening. Many ladies come back year after year and the majority bring a friend. One group of eight said they came together for a “girls’ day out” – a time to leave the kids with hubby so they can socialize and have a good laugh.

DUC–Moncton Ladies Committee wants to thank Joyce Hargrove. She believes that conservation education is essential to teach Grade 4 children the value of wetlands so during the luncheon, she pledged an Adopt-A-Class for the Arnold Leach McLeod School.



BobbyJo Lawson (l) and DUC’s Darren Hasson (r) proudly display “Granddad’s Legacy” by Ralph McDonald that Lawson won at the Moncton Ladies Luncheon.

A higher profile for Ducks in Quebec

Work on an advertising campaign to boost public awareness of DU Canada in Quebec began in early September. With the help of media partners, the image of a marsh will be displayed all across Quebec, with the caption “Marshes filter water. Protect them: become a member!”

The media involved in the campaign are Pattison Outdoor, which is supplying 100 10’ x 20’ billboards for six months; Zoom Media, which is providing

500 spots for posters in bars, restaurants and sports facilities for two months; XPUB, an advertising agent for the Ministère du Tourisme, which is putting a poster in each of Quebec’s 24 rest stops; and lastly, Gesca, which is publishing a full-page colour spread in the daily newspapers *Le Soleil* and *La Presse*.

Together, these companies are providing more than \$250,000 worth of advertising placements.

The campaign will undoubtedly help

volunteers recruit new members for DU Canada by facilitating the organization of their fundraising activities. It was made possible in large part by support from the headquarters of DU Canada in Winnipeg.

