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BC's National Forest Week 2013 Our Achievements

We delivered an exceptional National Forest Week to British Columbia thanks to our committed volunteers and corporate financial sponsors from government, industry, post-secondary institutions and forestry associations as well as our individual crowd-source fundraising contributors and the support of the Canadian Institute of Forestry.

The Canadian Institute of Forestry printed 2000 posters for British Columbia. These were distributed regionally to Vancouver, Campbell River, Prince George and Salmon Arm. Volunteers coordinated the local distribution by hand and by post. Posters went up across the province in many industry and agency offices as well as in schools, museums, libraries and other community buildings. Funds raised from our corporate sponsors paid for all poster distribution costs.

The public promotion of National Forest Week was a real focus within our campaign. News releases went out to 163 television and radio contacts, 87 community paper contacts and 23 daily paper contacts. We placed advertisements for National Forest Week in 21 Black Press newspapers across the province during the week. We aired advertisements for National Forest Week on 21 radio stations across the province as well as Canadian First Nations Radio (CFNR) which is repeated to 55 stations in the north. CBC French aired an interview about National Forest Week and interviewed Michel Vallée. Funds from corporate sponsors supported this publicity.

We implemented crowd-source fundraising that resulted in \$824.40 for the BC Tree ID app development. Further funds for the BC Tree ID App were received from the University of British Columbia's Faculty of Forestry and from our corporate sponsors. The app is still under development but will be available this spring.

We developed a revised lesson plan incorporating "The Greenest Workforce" for use in classroom settings and made it available on the ABCFP website. We designed and printed "Celebrate Forests" stickers and distributed them to local committees using funds raised from our corporate sponsors.

The Association of BC Forest Professionals hosted the National Forest Week website for British Columbia. Jointly, the Truck Loggers Association and the ABCFP held an art competition for children and an essay competition for teens. The ABCFP continued the Battle of the Networks of Forest Professionals—Campbell River won this year. No funds were required from fundraising for these annual initiatives.

Communications to local initiatives included the ABCFP's e-newsletter, The Increment, and its bimonthly magazine, BC Forest Professional, as well as the Truck Loggers Association's e-newsletter, The Grapple Yarder, and CIF Section newsletters, as well as ad hoc communications among personal contacts.

Our Volunteer Partners

- Association of BC Forest Professionals
- BC Federation of Woodlot Associations
- Canadian Institute of Forestry
- Coast Forest Products Association
- FP Innovations
- Interfor
- MFLNRO
- Selkirk College
- Strategic Group
- Truck Loggers Association
- Vaagen Fibre Canada
- Vancouver Island University
- Western Forest Products
- TimberWest