

Media Advisory

250 “water-passionate” Canadians to attend once-in-a-lifetime water learning opportunity

First-ever Canadian Water Innovation Lab “unconference” kicks off Monday, October 18 with the Pre-Lab

(Exshaw, Alberta, October 14, 2010) In just a few days, engaged young leaders from all over the country will converge in Alberta for a once-in-a-lifetime learning event that will turn their good intentions into concrete actions to protect our most precious natural resource: water.

These leaders will be attending the Canadian Water Innovation Lab (CWIL) from October 18 to 24, 2010 amongst the breathtaking natural beauty of the Rockies at Camp Chief Hector, near Calgary.

This unprecedented gathering has been dubbed the “unconference for uncommon young leaders.” It is designed to give 200 of Canada’s most water-passionate and proactive 18- to 35-year-olds the skills, insights, and connections to champion water management issues. Fifty facilitators will be trained starting October 18 at the Pre-Lab, which is at the Banff Centre. Ultimately, CWIL’s mission is to develop leadership capacity, spur community water-related projects, and place water resource management issues prominently on the public agenda.

Rather than a typical “talking heads” event, participants will learn experientially through field trips and one-to-one interactions with mentors such as water resource practitioners, policy makers, activists, educators, and Aboriginal and community leaders. These mentors include such water luminaries as R.W. (Bob) Sandford, the EPCOR Chair of the Canadian Partnership Initiative in support of United Nations “Water for Life” Decade; Alex Salki, a research biologist with the Department of Fisheries and Oceans; Tony Maas, WWF-Canada's national advisor on freshwater policy and planning; Professor Cynthia Wesley-Esquimaux, joint faculty member in Social Work and Aboriginal Studies at the University of Toronto; and David Henderson, Managing Director of XPV Capital Corporation and a member of the 2009 Top 40 under 40.

Topics to be covered include water as it relates to climate change, agriculture, municipalities and infrastructure, mountain and coastal ecosystems, and energy.

When:

October 18 to 24, 2010

For event schedule, go to <http://www.waterlution.org> starting from 5 p.m. (MT)

Where

Camp Chief Hector

Exshaw, Alberta

For directions, see: <http://www.ymccalgary.org/web/Default.aspx?cid=3482&lang=1>

Photos and updates

Media photos will be taken the weekend of October 23/24 and uploaded to <http://waterlution.org>.

To get instant, daily updates from the Lab, follow @TheLab2010 on Twitter

Participants

CWIL's participants come from all over Canada:

Province	# Attendees	Province	# Attendees
Alberta	51	Northwest Territories	3
British Columbia	28	Ontario	41
Manitoba	10	Prince Edward Island	1
New Brunswick	1	Quebec	13
Newfoundland	2	Saskatchewan	14
Nova Scotia	5	Yukon	5

And by city:

City Name	Province	# Attendees	City	Province	# Attendees
Aldergrove	BC	1	London	ON	1
Antigonish	NS	1	Markham	ON	1
Barrie	ON	1	Millet	AB	1
Beaconsfield	QC	1	Montreal	QC	7
Beaumont	AB	1	Moose Jaw	SK	1
Belleville	ON	2	Nanaimo	BC	2
Boucherville	QC	1	Nelson	BC	1
Bowen Island	BC	1	North Vancouver	BC	1
Burnaby	BC	2	Oakville	ON	1
Calgary	AB	19	Ottawa	ON	6
Camrose	AB	4	Pembroke	ON	1
Capreol	ON	1	Pickering	ON	1
Cardston	AB	1	Port Coquitlam	BC	1
Christian Island	ON	1	Québec	QC	2
Colinton	AB	1	Radium Hot Springs	BC	1
Conne River	NF	1	Regina	SK	6
Delta	BC	1	Baltimore	ON	1
Edmonton	AB	15	Russell	MB	1
Elgin	ON	1	Salt Spring Island	BC	1
Emyvale	PEI	1	Saskatoon	SK	5
Fenwick	ON	1	Spruce Grove	AB	1
Fort McMurray	AB	1	St John's	NF	1
Fort Smith	NWT	1	St. Albert	AB	1
Garden River	ON	2	St. Catharines	ON	1
Gatineau	QC	2	Stoney Creek	ON	1
Guelph	ON	2	Swift Current	SK	1
Haines Junction	YK	1	Toronto	ON	12
Halifax	NS	2	Vancouver	BC	9
Hartney	MB	1	Vernon	BC	2
Harvie Heights	AB	1	Victoria	BC	4
Hay River	NWT	1	Wallace	NS	1
High River	AB	1	Waterloo	ON	1
Jasper	AB	1	Waterton Park	AB	1
Kamloops	BC	1	Weyburn	SK	1
Kentville	NS	1	Whitehorse	YK	4
Kitchener	ON	2	Winnipeg	MB	8
Lakeville	NB	1	Woodstock	ON	1
Westmorland					

County					
Leduc	AB	1	Yellowknife	NWT	1
Lethbridge	AB	1			

For more information and to attend as media, contact:

Cell phone/one media contact

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About Waterlution – A Water Learning Experience

Founded in 2003 by social entrepreneurs Karen Kun and Tatiana Glad, Waterlution is a water learning organization that brings together young leaders interested or working on water-related topics – for peer-to-peer and inter-generational programs. Workshops and activities often take place over a weekend or are customized to work with partners and groups at selected events.

Hosted by Waterlution – A Water Learning Experience, CWIL is a natural extension of Waterlution’s mission. Waterlution has already hosted more than 35 workshops in nine provinces for over 750 youth and 100 policy-makers, scientists, business, Aboriginal, and community leaders — exceptional people looking for creative solutions to our complex water resource management problems. Water holds a central place in the Canadian imagination. Waterlution builds on that emotional connection to get water issues onto centre stage.