



OUTDOOR COUNCIL OF CANADA
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PRESS RELEASE

CWF Partners with Outdoor Council of Canada

OTTAWA, March 2, 2015 – It's a natural fit. The Canadian Wildlife Federation (CWF) and Outdoor Council of Canada (OCC) are teaming up to enhance leadership programs for educators.

"By combining our certification courses at special events we will be providing educators with the best of both worlds," said Wade Luzny, CEO Executive Vice-President of the Canadian Wildlife Federation. "It's a fresh approach to advance our already well-established professional development courses."

CWF's WILD Education program trains educators to become certified instructors of Project WILD, Below Zero and Wild about Sports. The OCC's Field Leader program trains adults to lead children and youth into natural environments. Field Leader certification is currently offered in Hiking, Paddling or Equine.

"We are really excited about this partnership," said Albi Sole, Executive Director of the Outdoor Council of Canada. "Creating the complete package will be a powerful way to empower leaders to inspire the next generation to love and care for our environment."

Joint professional learning events will be held in key locations across the country this summer and fall focusing on education students and educators. The launch events will be held near Brantford, Ontario and in Canmore, Alberta. Visit cwfEducation.ca for more information.

About the Canadian Wildlife Federation

The Canadian Wildlife Federation is a national, not-for-profit charitable organization dedicated to fostering an awareness and appreciation of our natural world. By spreading knowledge of human impacts on the environment, sponsoring research, developing and delivering education programs, promoting the sustainable use of natural resources, recommending changes to policy and cooperating with like-minded partners, CWF encourages a future in which Canadians can live in harmony with nature. For more information visit CanadianWildlifeFederation.ca.

About the Outdoor Council of Canada

The Outdoor Council of Canada (OCC) is a nationally incorporated, non-profit, member-owned organization. The OCC has been founded to encourage, promote, and facilitate safety-oriented outdoor education and recreation programs, along with leadership opportunities which are accessible to every Canadian. For more information visit outdoorcouncil.ca.