

RIDEAU VALLEY CONSERVATION FOUNDATION NEWS RELEASE

MONARCH DOES IT AGAIN!

January 21, 2013 — Monarch Corporation, Canada's oldest real estate company, has made another major donation to the Rideau Valley Conservation Foundation's *Environmental Land Fund* bringing its total contributions to well over \$60,000! The money will be used to help secure sufficient natural greenspace for the people of the Rideau watershed in Eastern Ontario.

Monarch's long and generous history with the Conservation Foundation has helped bring 11 properties into public ownership over the past ten years. These include a magnificent 100-acre chunk of wetland in the Richmond Fen, two other shoreline properties on the Jock River, a large family farm in eastern Ottawa slated for reforestation, three beautiful shoreline parcels along the Rideau River and a lovely island in Upper Rideau Lake among others. These conservation lands, amounting to over 450 acres, all have key environmental features like shoreline, wetlands and groundwater recharge areas that will now be maintained in a natural state and protected in perpetuity.

The Foundation's *Environmental Land Fund* provides the money necessary to make sure donated properties are quickly and efficiently acquired for the benefit of the public. It helps pay for some of the hidden costs of donated land such as legal, appraisal and surveying fees. By having funds readily available, the Conservation Foundation can move quickly on potential property donations. This reduces stress on the donor family, avoids fundraising campaigns under pressure and adds in an efficient and cost-effective manner to the stock of future conservation lands in the Rideau watershed.

"We are delighted to be associated with Monarch Corporation through donations to the Foundation. Monarch Corporation's investment in our watershed health is significant and very much appreciated," said Steve Desroches, City Councilor for Gloucester-South Nepean (Ward 22) and a Director of the Rideau Valley Conservation Authority. "By helping acquire new natural areas, Monarch helps preserve the high quality of life we all enjoy," said Mr. Desroches.

Having celebrated its 95th anniversary in 2012, Monarch is Canada's oldest home builder founded in 1917 and is active in both the Ottawa and Toronto area. The Company has been operating in Ottawa for more than 30 years with two master planned communities presently active: Stonebridge in Nepean and Blackstone in east Stittsville.

The Rideau Valley Conservation Foundation is an environmental charity working to help conserve the lands and waters of the valley of the Rideau River in Eastern Ontario.

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More information:

Charles Billington
Executive Director
Rideau Valley Conservation Foundation
613-692-3571 or 1-800-267-3504 ext 1116
charles.billington@rvca.ca

