



FOR IMMEDIATE RELEASE

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Contact: Lisa Hastings, Communications Specialist
905-579-0411, ext. 142 (office) | 289-685-7998 (cell)
lhastings@cloca.com

Community Sponsors needed! 45th Annual Maple Syrup Festival at Purple Woods Conservation Area

OSHAWA, ON —Central Lake Ontario Conservation (CLOCA) is celebrating the 45th anniversary of their Annual Purple Woods Maple Syrup Festival in Oshawa, welcoming returning and new visitors to experience a truly Canadian spring in their sugarbush. Here, CLOCA staff will collect sap from more than 1,000 native sugar maple trees, tell animated versions of their sugaring history, offer horse-drawn wagon rides, children’s games, crafts and, of course, pancakes and maple syrup.

This year’s Festival is fast approaching, commencing March 13 to 15, 18 to 22, 28, 29 concluding on the weekend of April 4 to 5. Central Lake Ontario Conservation will also host the 3rd Annual Lantern Walk on the evening of April 9. Approximately 10,000 visitors enjoy the Festival each year, with over 1,000 visitors on the days when the sun shines and the sap runs. Families have been attending the Festival for generations—as children, as parents and now as grandparents, making it a family tradition.

It has always been CLOCA’s intent to offer an affordable experience for families, unfortunately the costs to deliver the Festival continue to rise and more families in the community cannot afford to attend. Central Lake Ontario Conservation wants to get those families to the Festival, so CLOCA is appealing to community partners and businesses to help through their sponsorship program. Some of the returning sponsors for 2020 include: Ontario Power Generation, Oshawa Community Museum, Scugog Shores Museums, Vickery Electric, Tribute Communities and TD Friends of the Environment.

Some of the more successful sponsorship opportunities have included half-price admissions on specific days or sponsoring the Sugarbush Lantern Walk. Central Lake Ontario Conservation co-hosts an annual day with Autism Ontario so that families with children on the autism spectrum can attend and

participate in a welcoming environment. New for this year is a program for New Canadians to attend the Festival, finding out first-hand some history of the country they now call home. Collectively, Festival sponsors continue to make this annual event inclusive, affordable, memorable and a tradition close to home.

Sponsors are recognized through Festival signage, print and online advertisements, website, social media and additional communication materials. Upon request, sponsors may receive a charitable tax receipt.

As an alternative to monetary contributions, CLOCA provides a 'give it back' opportunity for company employees to volunteer at the Festival—Central Lake Ontario Conservation depends on more than 300 volunteers each and every year.

To find out more about sponsorship and/or volunteer opportunities, visit CLOCA's website at <https://www.cloca.com> or contact Patricia Lowe, Director of Community Engagement, at 905-579-0411, ext. 126, or email plowe@cloca.com

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About Central Lake Ontario Conservation (CLOCA)

Central Lake Ontario Conservation (CLOCA) is a local, community based, environmental organization and one of 36 Conservation Authorities responsible for managing watershed resources across Ontario. Established in 1958, CLOCA's jurisdiction is based on the watershed boundaries of four major watercourses and 18 minor watercourses draining an area of over 639 square kilometres. Central Lake Ontario Conservation's watershed stretches from the municipal boundaries of Ajax/Pickering to Clarington, and north from Lake Ontario to the crest of the Oak Ridges Moraine.

Central Lake Ontario Conservation provides a wide variety of science-based watershed management programs and services, delivered in partnership with their municipal partners, local landowners, environmental agencies and all levels of government. Central Lake Ontario Conservation's municipal partners include the Region of Durham, the cities of Oshawa and Pickering, the towns of Ajax and Whitby, the Municipality of Clarington, and the townships of Scugog and Uxbridge.