



Marais de la
Rivière-aux-Cerises



Memphrémagog
Conservation



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PRESS RELEASE

For immediate release

Three conservation organizations in the Lake Memphremagog watershed call on election candidates

Magog, September 21, 2026 – The Association du Marais-de-la-Rivière-aux-Cerises (LAMRAC), Memphrémagog Conservation Inc. (MCI), and the Memphremagog Nature Foundation (FNM) are using the current election campaign to draw candidates' attention to land conservation issues.

The importance of nature

Nature is an essential ally in supporting public health, community safety, the local economy, and quality of life. Across Quebec, citizens are already helping protect valuable natural environments through local conservation organizations. Accelerating the protection and restoration of natural environments must remain a priority for our communities.

In the Lake Memphremagog watershed, access to nature is a significant contributor to quality of life. Conservation organizations are working diligently to protect more natural areas, helping reduce the impacts of climate change, safeguard water quality, protect biodiversity, and maintain ecological corridors. The region's landscapes are also a defining asset in the heart of a major tourism destination.

Three requests to the candidates

Consistent with the requests put forward by the Regroupement des organismes de conservation du Québec (ROCQ), the organizations are asking candidates to:

1. **Recognize nature as a cross-cutting priority** in public decisions related to health, land-use planning, climate adaptation, and local and regional development;
2. **Support local initiatives and conservation organizations**, particularly in acquisition, stewardship, restoration, education, responsible access to nature, and volunteer engagement;
3. **Preserve important natural environments** through collaborative and predictable approaches that respect local realities.

About the conservation organizations

The Association du Marais-de-la-Rivière-aux-Cerises (LAMRAC) is a non-profit organization founded in 1997 by a group of citizens. Its mission is to enhance and preserve, in perpetuity, the ecological integrity of the Rivière-aux-Cerises wetland through informed environmental awareness and education initiatives, accessible recreational tourism, scientific and museum activities, strategic partnerships, and citizen involvement. In recent years, LAMRAC has been working to expand the protected area of the marsh and the river.

The Memphremagog Nature Foundation (FNM), formerly the Memphremagog Wetlands Foundation, is a non-profit organization founded in 1991 and dedicated to the conservation of natural environments, particularly wetlands, aquatic environments, and forests in the Lake Memphremagog watershed and the Tomifobia River valley.

Memphrémagog Conservation Inc. (MCI) is a non-profit organization that has worked since 1967 to protect Lake Memphremagog and its watershed for the benefit of current and future generations. MCI works with regional and government partners, as well as citizens, to implement concrete actions. It relies primarily on scientific knowledge to inform, raise awareness, and encourage accountability among stakeholders, with the goal of ensuring the environmental health of Lake Memphremagog and its watershed.

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Sources :

Vicki-May Hamm
Executive Director of LAMRAC
(819) 843-8118 ext. 102
direction@maraisauxcerises.com

Johanne Lavoie
Volunteer President of MCI
819-620-3939 ext. 3
johanne.lavoie@memphremagog.org

Judy Hopps
President of FNM
819-868-0723
judy.hopps@sympatico.ca