



Memphrémagog
Conservation

**PRESS RELEASE
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Attention Publicity Directors

MCI prioritizes the protection of natural landscapes

Magog, June 16, 2023 – Memphremagog Conservation (MCI) held its 56th annual general assembly on June 3rd in the Chapel at Southière-sur-le-lac in Magog. It was an occasion to remind ourselves of the importance of MCI's mission for present and future generations. Johanne Lavoie, volunteer president of the organization since 2022, stated that: 'more than ever, MCI's priorities for the coming years will be the protection of natural landscapes. The state of Lake Memphremagog indicates that it is not immune to changes in the climate. The constant presence of cyanobacteria, the impact of exotic invasive species and the presence of the Coventry landfill site at the head of the lake are a clear indication of the impact of humans on the lake'. MCI monitors these issues closely and offers concrete solutions to remedy them. These actions were presented by the President, the General Manager, and the project leaders.

Priority to natural landscapes

During the assembly, conferences given by MCI's main partners in conservation clearly showed that Lake Memphremagog and its watershed are at the heart of wildlife corridors needed to maintain biodiversity and the quality of the lake's water. MCI is pleased to highlight its national partner, **The Nature Conservancy of Canada (NCC)**, represented by Cynthia Patry; its regional partner, **Appalachian Corridor**, represented by Caroline Bisson; and its local partner, **Memphrémagog Wetlands Foundation (MWF)**, represented by Judy Hopps. These conferences reinforce the importance of collaboration between the various conservation organizations, as well as MCI's essential role in the preservation of natural landscapes in Lake Memphremagog's watershed. And with only 9% of the watershed protected when the Québec and Canadian governments have an objective of protecting 30% of their territory by 2030, there is still a lot of work to be done! MCI would particularly like to thank all of the owners of natural landscapes who have joined us in the protection of the watershed by creating protected areas on their property.

Robert Benoit awarded the Gordon-Kohl prize for 2023

During the AGA, Robert Benoit, noted environmentalist and ex-president of MCI, received the prestigious Gordon Kohl prize for 2023 for his exceptional contribution and personal commitment to the protection of the environment for the benefit of present and future generations. In presenting the prize, Mrs. Lavoie stated: Rare are those, like Robert, who stood up to defend the common interest against the individual good. It is a noble gesture to place the common good above oneself. His involvement in the fight to save the Mount Orford national park and the negotiation of the moratorium on the treatment of leachate from the Coventry landfill site are only a part of his legacy to the organization, the population of the region and to future generations. Robert is a great source of inspiration to MCI, as evidenced by the extended standing ovation he received from the members. He remains on the Board of Directors of MCI but hopes to reduce his involvement over the next year.

2023-2024 Board of Directors

A new director, Mrs. Marie-Josée Huot, environmental communication specialist for more than 20 years, has joined MCI's board this year. All the 2022-2023 directors have been renewed for 2023-2024. The board members are Mrs. Johanne Lavoie, president, Mrs. Pascale Bédard, vice-president and secretary, Mr. Peter Lépine, vice-president, Mr. Olivier Provost-Barsalou, treasurer, Mr. Santiago Doyon, Chairman of the Board, Mr. Robert Benoit, Mr. Douglas Coutts, Mrs. Gisèle Lacasse Benoit, Mr. Eric Phendler and Mr. Maxime Veillette.

Memphremagog Conservation Inc. (MCI) is a non-profit organization dedicated to the protection, conservation and improvement of Lake Memphremagog and its watershed for the benefit of present and future generations.

MCI works in concert with various regional and governmental stakeholders, as well as with citizens, to carry out concrete actions. MCI relies mainly on scientific knowledge to inform, raise awareness, and empower the various stakeholders to ensure the environmental health of Lake Memphremagog and its watershed.

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Photo



In the photo: MCI's 2023-2024 Board of Directors. Mr. Olivier Provost-Barsalou, Mrs. Ariane Orjikh (general manager), Mr. Santiago Doyon, Mr. Robert Benoit, Mrs. Johanne Lavoie, Mrs. Pascale Bédard, Mrs. Marie-Josée Huot, Mr. Maxime Veillette, Mrs. Gisèle Lacasse Benoit, Mr. Peter Lépine et Mr. Douglas Coutts. Mr. Eric Phendler is not in the photo.

Source

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Conference partners

Caroline Bisson
Director, public relations

Cynthia Patry
Northern Green Mountains
project manager

Judy Hopps
Volunteer president



Nature Conservancy of Canada (NCC) is the unifying force in the country for the preservation of nature. By permanently conserving large tracts of land, NCC is providing solutions to the double crisis of the rapid decline in biodiversity and climate change. A dependable partner, NCC works with individuals, communities, businesses, and governments to protect and watch over our most important natural landscapes. Since 1962, NCC has mobilized Canadians to conserve and restore more than 15 million hectares. In Québec, close to 50,000 hectares have been protected. NCC is a registered charity. In partnership with nature, NCC creates a prosperous world. For more information: natureconservancy.ca.

Appalachian Corridor is a non-profit conservation organization celebrating its 20th anniversary in 2022. Its mission is to protect the natural environments of the Appalachian region of southern Quebec. Through the implementation of its conservation strategy, Appalachian Corridor provides local communities with the means to maintain and restore a living environment that respects the ecology of the region from a sustainable development perspective. A total of 17 local organizations are affiliate members of Appalachian Corridor. Together, they contribute to accelerating and increasing the conservation projects carried out on the territory. Since the beginning of its activities, the extent of the areas protected by Appalachian Corridor and its partners totals more than 16,200 hectares of land forever protected – equivalent to more than the surface area of the city of Granby. www.appalachiancorridor.ca

The Memphrémagog Wetlands Foundation, established in 1991 by the late Stewart Hopps, CM, is a conservation organization dedicated to the protection of natural environments and habitats, particularly the wetlands and forests of Lake Memphrémagog's watershed and the Tomifobia River valley in the Eastern Townships. For information about the Foundation, contact judy.hopps@sympatico.ca.