



Memphremagog  
Conservation

**PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION**

---

## **Memphremagog Conservation (MCI), Magog's La Ruche high school's CFER and the city of Magog join forces to revegetate the shoreline of the Club Memphré**

**Magog, June 11, 2024** – As part of the Action Bandes riveraines project, Memphremagog Conservation (MCI), La Ruche high school's Centre de formation en entreprise et récupération (CFER) Memphremagog, the city of Magog, and the members of the Club Memphré, an association of homeowners on Lake Memphremagog, joined forces to revegetate Club Memphré's shoreline.

Johanne Lavoie, volunteer president of MCI stated: « I hope the presence of all these young folks from La Ruche high school and their teachers working for the environment on Lake Memphremagog will inspire shoreline residents to take action! MCI is pleased to work with the Club Memphré in this more than symbolic gesture. It goes without saying that MCI is thrilled to be working with the city of Magog on this exciting project and others in the future »

« The city of Magog is proud to collaborate with MCI and the young people in La Ruche high school's CFER on this revegetation project on private property. This fits in well with the new regulations regarding shoreline buffer zones and their restoration to a more natural state. This decision demonstrates the municipality's will to redouble its efforts to ensure a better compliance rate of the shorelines in its territory, to ensure the long-term protection of our waterways. » stated Nathalie Pelletier, Magog's mayor.

« Throughout their training, we hope to instill in our students' values and knowledge so that they become citizens involved in their community», noted Sonia Blais, teacher at La Ruche's CFER. « This collaborative, intergenerational experience has allowed our students to live an enriching experience and acquire a true comprehension of the local environmental issues. ».

« As lakeside residents, we are privileged to live on the shores of such a magnificent lake, but which we must protect. We are thrilled to have been able to participate in this project and hope other lakeside residents will follow our example to improve the quality of our environment. » declared Diane Godbout, Club Memphré's administrator.

« By combining our resources and efforts we can have a significant impact on the health of Lake Memphremagog. » stated Chanel Racine-Mineault, MCI project manager.

## **Project description**

MCI is hoping to redouble its efforts to mobilize shoreline residents to restore their shoreline buffer zones on Lake Memphremagog and its tributaries. The ecological roles played by these zones are well known: they reduce erosion, filter nutrients, cool the shores and protect fauna and their aquatic habitats. Beginning last year, MCI initiated the Action Bandes riveraines project, led by Chanel Racine-Mineault, MCI project manager. This year, after designing landscaping plans for several properties, six revegetation projects on Lake Memphremagog's shores took place in Austin, Magog, Stanstead Township and Potton Township. The revegetation of Club Memphré's shoreline took place on June 5th, involving the planting of 300 plants in their buffer zone. Since the beginning of the project, more than 5,300 plants and more than 70 native species were planted on 263 metres of shoreline (863 feet) on Lake Memphremagog.

MCI hopes to invite more shoreline residents on Lake Memphremagog and its tributaries to join the movement and ensure that their shorelines are planted with a mix of grasses, shrubs and trees, this to protect the flora and fauna, as well as the quality of the lake's water for future generations. If you are a shoreline resident, MCI can work with you to revegetate your shoreline buffer zone. Do not hesitate to contact them at [bandesriveraines@memphremagog.org](mailto:bandesriveraines@memphremagog.org).

## **Thank you**

MCI would first and foremost like to thank the owners of the Club Memphré for their participation in this project. Their participation helps protect the quality of Lake Memphremagog's water and will certainly incite other shoreline residents in the watershed to replant their shorelines to protect the lake.

MCI would also like to thank the donors: the project was made possible thanks to a contribution from the Programme de soutien régional aux enjeux de l'eau (PSREE), linked to the 2018-2023 action plan of the Stratégie québécoise de l'eau and the city of de Magog via its program supporting environmental projects.

- 30 -

## **About MCI**

Memphrémagog Conservation inc. (MCI) is a non-profit organization working for the protection, conservation and improvement of Lake Memphremagog and its watershed. It aims to ensure the environmental health and natural beauty of Lake Memphremagog and its watershed for current and future generations.

## **About la Ruche high school's Centre de formation en entreprise et récupération (CFER) Memphrémagog**

La Ruche high school's CFER is a high school teaching establishment providing academic and citizenship training to young people. Situated in Magog, it encourages student involvement in extracurricular activities.

## About the Club Memphré

The Club Memphré is an association of shoreline residents in Magog. Their property has 213 metres (about 700 feet) of shoreline and includes 3 private condo complexes and more than 140 co-owners.

## Photos



MCI's team, students from La Ruche's CFER, city of Magog staff and residents of the Club Memphré, working together to revegetate Club Memphré's shoreline on June 5<sup>th</sup>, 2024.





Work taking place on Club Memphré's shoreline on June 5th, 2024  
Source: MCI





La Ruche's CFER students.  
Source : Ville de Magog





Chanel Racine-Mineault, MCI project manager.

**Source :**

Chanel Racine-Mineault, MCI project manager  
819-360-7093

Johanne Lavoie, MCI volunteer president  
819-238-3895