



[www.creaturesofhabitat.ca](http://www.creaturesofhabitat.ca)

For Immediate Release

April 15, 2009

## MEDIA ADVISORY

**SAANICH, SIDNEY & VICTORIA, BC:** Media are invited to cover the inaugural special-invitation-only “Creatures of Habitat-Days of Action-2009” where all of SD#63 Grade 6 students will converge for a day of action on wellness. Students will engage in beach clean-up, ivy-pulling and tree-planting in green spaces around the Saanich Peninsula to explore the challenges to wellness, both personal and environmental.

The initiative is to educate and create proactive actions of responsibility in our leaders of tomorrow. This education-rich incentive was created by the SIWC, who partnered with (alphabetically) Peninsula Streams, Riverbank Designs, Royal Roads University, The Roy Group, and School District #63.

Date: Earth Day, April 22  
Time: **9:45 am – 2:00 pm**  
Locations: Mary Winspear Centre, Sidney  
Various field trip locations around the Saanich Peninsula  
Other Info: Live entertainment and other activities include: environmental theatre skits; a ‘Green’ Jeopardy game; Community mapping, First Nations games and many more.

The Thrifty Foods public unveiling of the **Saanich Peninsula Superhero Contest** winner will be held at:  
**Sidney Location 3:30** (9810 7<sup>th</sup> Street Sidney)      **Central Saanich Location 4:30** ((7860 Wallace Drive, Saanichton)      **Broadmead Location 5:30** (777 Royal Oak Drive, Victoria)

### BACKGROUND:

Creatures of Habitat-Days of Action-2009 unfolded in the fall of 2008, when 5 motivated individuals (Ian Bruce, Anne-Marie Daniel, Britta Frombach, Susanne McMillan, and Tina Pierik) committed to affecting change for the future of their community. The Earth Day activities are the third phase in this initiative.

- Phase One invited students to design a Saanich Peninsula Environmental Superhero. The winning design will be brought to life and entries have been published in the Peninsula News Review on April 15, 2009.
- Phase Two was “Community School Interviews,” which helps students develop inquiry skills through interviewing Saanich Peninsula local “wellness heroes” ([http://www.csinterviews.ca/cs3/clients\\_march.html](http://www.csinterviews.ca/cs3/clients_march.html)).

The *Creatures of Habitat* logo was designed by prominent local Coast Salish First Nations artist, Chris Paul. The frog is a creature of great importance in Northwest Coast art and culture. As a creature that lives on water and land, Frog is revered for his adaptability, knowledge and power. A great communicator, Frog often represents the common ground or voice of the people. The pressure on our children to solve the problems related to personal and environmental health cannot be underestimated. By providing tools, support, entertainment and an orientation we help to build their capacity to respond and show the communities’ commitment to lead the way. When our communities support our young people, they can be heroes today.

**Organizations supporting Creatures of Habitat:** Natural Sciences and Engineering Research Council of Canada, Thrifty Foods, Coast Capital Savings, VanCity, Victoria Foundation, Victoria Airport Authority, Capital Regional District, Town of Sidney, District of Central Saanich and District of North Saanich.

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To arrange interviews or access to the events, please contact:

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