



LOWER TRENT
CONSERVATION

PRESS RELEASE

Working with Local Communities to Protect our Natural Environment

FOR IMMEDIATE RELEASE

November 3, 2017

‘Greening the Greenbelt’ Project Part of Living Memorial

Quinte West – A host of partners will be converging on the Trenton Greenbelt Conservation Area along the shoreline of the Trent River this afternoon to mark the 2nd year anniversary of Highway of Heroes Tree Campaign.

A special ceremony is scheduled for 3:30 PM with Mark Cullen, Chair – Highway of Heroes Living Tribute, Quinte West Mayor Jim Harrison, Neil Ellis, MP Bay of Quinte, and Lower Trent Conservation CAO, Glenda Rodgers. There will be a ceremonial tree planting to mark the anniversary followed by a placing of a memorial wreath.



Located at one end of the Highway of Heroes 401 corridor, the ‘Greening the Greenbelt’ restoration project fits the Highway of Heroes goal of planting 2,000,000 trees between Trenton and Toronto – one for each Canadian that has ever served in the Armed Forces.

“With Remembrance Day just over a week away, this planting event has special significance. Those who serve in our military protect our land and our freedom which means that it is our duty to protect what they’ve fought for,” says Mark Cullen, Project Leader and Co-Founder of the Highway of Heroes Living Tribute. “Our Tribute will serve as a living, growing reminder to the great debt we owe these courageous Canadians”

Following the ceremony, close to 40 volunteers will plant 400 trees, wildlife shrubs and wildflowers as part of Lower Trent Conservation ‘Greening the Greenbelt’ Shoreline Habitat Project. An additional 1,330 plants were planted earlier this year with the help of the Rotary Club of Trenton and Murray Centennial Public School.

“Creating this natural space along the Trent River has many benefits, some of which reach far beyond the shoreline”, explains Glenda Rodgers, Lower Trent Conservation CAO. “Natural shorelines provide valuable wildlife habitat and reduce erosion. They also act as natural filters or buffer zones, trapping and absorbing polluted run-off. This can result in improved water quality for not only the Trent River but for the Bay of Quinte and Lake Ontario.”

The public green space located at the mouth of the Trent River on the Bay of Quinte is in poor ecological health with many sections of the Conservation Area consisting of mowed lawn, invasive plants, and few native species, which makes for poor quality shoreline habitat. The ‘Greening the Greenbelt’ project will boost biodiversity, enhance shoreline habitat, increase public enjoyment of the public green space, and help build a resilient natural area along a 300 metre section of the shoreline.

Ontario’s Great Lakes Guardian Community Fund has provided a total of \$17,053.00 to complete the project. As part of

Ontario's Great Lakes Strategy, the Community Fund was set up to help people take action to protect and restore the Great Lakes.

Highway of Heroes partners, Vineland Research & Innovation Centre and Landscape Ontario, have provided Lower Trent Conservation with soil analysis and remediation advice to improve tree survival on the site.

Trenton Greenbelt Conservation Area is located in the heart of Trenton at the gateway to the historic Trent-Severn Waterway. The 2.5 kilometre long Conservation Area hugs the Trent River shoreline almost reaching the river mouth at the Bay of Quinte on Lake Ontario. This ribbon of green is Trenton's only urban riverside natural area, popular for hiking, cycling, wildlife viewing, and fishing.

Local partners donating services and materials to the shoreline project include Fuller Native and Rare Plants, Git-R-Down Tree Service, Dibbits Excavating and Landscape Supply, Wentworth Landscapes, Bill's Johns Portable Toilet Rentals, and Grow Wild Native Plant Nursery.

Lower Trent Conservation is a community-based non-profit environmental protection organization that protects, restores and manages the natural resources across the Lower Trent watershed region. It works with local communities to create a healthy, environmentally diverse watershed that improves the quality of life for residents, makes our area more appealing to visitors and new business, and helps to ensure a more vibrant regional economy.

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For more information, contact:

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'Greening the Greenbelt' Shoreline Habitat Project

Trenton Greenbelt Conservation Area Project Partners

Great Lakes Guardian Community Fund – Province of Ontario

As part of Ontario's Great Lakes Strategy, the Great Lakes Guardian Community Fund was set up to help people take action to protect and restore their corner of the Great Lakes. Since it launched in 2012, the Great Lakes Guardian Community Fund has awarded \$7.5 million to 375 community-based projects, which supported more than 37,000 volunteers to plant over 285,000 trees and shrubs, release over 800,000 fish, create or enhance 760 kilometres of trail and collect over 2,800 bags of garbage.

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Rotary Club of Trenton

The Rotary Club of Trenton has been a proud part of Rotary International since 1922. Through a network of resources and partners, the club focuses its service efforts in promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, and growing local economies.

The Rotary Club of Trenton also has a mandate to plant 10 trees per member this year to celebrate our military! The Rotary Club of Trenton is part of 1.2 million neighbors, friends, and community leaders who come together as part of Rotary International to create positive, lasting change in our local communities and around the world.

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Highway of Heroes Living Tribute

We are planting 2,000,000 trees between Trenton and Toronto – one for each Canadian that has ever served in the Armed Forces. Of those, 117,000 will be planted directly along the stretch of the 401 that is known as the Highway of Heroes - one tree for each Canadian that lost their life while serving. This tribute offers an opportunity to tell the story of our Veterans and remind those who travel along the highway of the great debt we owe these courageous Canadians. It will also provide a myriad of environmental benefits for generations to come. The Highway of Heroes Tribute is made possible through the support of Mark's Choice, Landscape Ontario, Frank Cowan Company, The Cowan Foundation, TD Bank, Maple Leaves Forever, and the Garden Club of Toronto.

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[Vineland Research & Innovation Centre](#)

Located in Canada's Niagara Region, Vineland Research and Innovation Centre is a world-class research centre dedicated to horticultural science and innovation. Our researchers in Applied Genomics, Consumer Insights and Horticultural Production Systems work together to deliver innovative products and production solutions that address the needs of the horticulture industry and advance Canada's research and commercialization agenda.

Research is at the heart of Vineland's mandate and its research strategy is the framework by which projects are developed that have the greatest potential of impact for the Canadian horticulture sector. Vineland has been working on the Greening Canada's Highways project for over 5 years now. Based on research trials conducted throughout Ontario and Alberta by Vineland, the project brings together findings on soil remediation and species selection for improved tree survival and growth in challenging urban and suburban environments.

[Landscape Ontario](#)

With more than 2,000 professional members, Landscape Ontario is the province's premier horticultural trades association. Our mission is to be the leader in representing, promoting and fostering a favourable climate for the advancement of the horticulture industry in Ontario.

Landscape Ontario is a dynamic association offering professional development opportunities, industry trade shows and conferences, consumer events and cost savings benefits.

Landscape Ontario is governed by an elected Provincial Board of Directors, of which its members volunteer time and effort to oversee the many programs and functions of the association.

Landscape Ontario's membership is organized by a chapter system. The opportunity to network is one of the founding principles of our association.

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