



Press Release

For immediate release

Polar bears, rainforests, and tree top zip lines - all in the future for Assiniboine Park.

(Winnipeg, Manitoba; June 19, 2009) – Details of the future plan for Assiniboine Park will be released today, including the announcement of a transformed zoo with a world-class polar bear exhibit and conservation and rehabilitation centre. Other enhancements will include a rainforest experience in a newly built conservatory, a youth adventure area including a zip line, a children’s area with a nature playground and expanded duck pond, and enhanced paths and green space.

The future plan for Assiniboine Park, developed by Assiniboine Park Conservancy (the Conservancy), has been designed to create world-class attractions that will increase value for Winnipeggers and tourists. With plans for protecting and improving green space and an emphasis on conservation and education, the proposed enhancements will be consistent with the existing character and nature of the Park.

“This is truly a new day and a new century for Assiniboine Park,” says Margaret Redmond, President and CEO of Assiniboine Park Conservancy. “This civic treasure has been enriching lives of Manitobans for the past 100 years. Today we present a plan that will ensure it is an extraordinary place for generations to come.”

The vision, backed by a business plan developed with Meyers Norris Penny, is based on sound business principles that will ensure future financial viability and sustainability. The financial plan relies on government and community support, as well as on-site revenue generating activities.

Development plans for Assiniboine Park have been based on consultation, including six years of public opinion research and planning. The Conservancy is committed to ongoing public consultation and has created the *Assiniboine Park Perspectives* feedback panel to gather opinions from interested Manitobans. Citizens are encouraged to join the panel at www.assiniboinepark.ca.

Full details will be revealed at a press conference at the Lyric Theatre in Assiniboine Park, **June 19 at 10am**. Media kits will be available on-site.

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About Assiniboine Park Conservancy

Responsible for creating the future vision for one of Manitoba's most prized treasures, Assiniboine Park Conservancy is the not-for-profit organization that is planning to redevelop and manage Assiniboine Park's operations and ensure its ongoing financial viability. Transformational plans are underway to enhance the green space, create best-in-class facilities, and become a model of conservation – while protecting the park's cherished character for the benefit of all citizens. Chaired by Hartley Richardson, the Conservancy's board is composed of influential leaders, who have a deep sense of responsibility for this community-owned asset. The Conservancy will rally the help of citizens, government, and the private sector, to raise the capital required to bring this vision into reality.