

Press Release
(for immediate distribution)

Ultramar: a major ally for the Etchemin River!

Saint-Léon-de-Standon, March 30, 2006. A major financial partner of the Comité de restauration de la rivière Etchemin (CRRE) since 2003 has decided to take up the challenge of helping the organization pursue its mission. **Ultramar** has committed itself to a three-year partnership with the CRRE. Mr. Richard Boucher, Vice-President of Ultramar Ltd. and General Manager of the Jean Gaulin Refinery, enthusiastically accepted his nomination as Honorary President of the **new 2006-2008 Fund-raising Campaign** that will run under the theme, **“The Etchemin River: Mission Restoration!”** With the invaluable support of the new Honorary President, the CRRE hopes to reach its financial objective of raising \$150,000 over the next three years.

The involvement of such a major company as Ultramar Ltd. has injected a large dose of optimism into the CRRE's new triennial fund-raising campaign and illustrates this company's commitment to improve the quality of the environment.

The launch of this fund-raising campaign took place today at the Lévis City Hall. The event was attended by the CRRE's major funding partners (*Platinum* partners): Hydro-Québec, the City of Lévis, Ultramar Ltd. (Jean Gaulin Refinery), the Mouvement Desjardins and the Fondation de la faune du Québec. Its *Gold* partners were also present: SNF Québec Métal Recyclé, the Entreprises Maska-Laforo, the Regroupement des Caisses de Bellechasse, as were also its *Silver* partners.

Mr. Boucher highlighted the importance Ultramar places on the protection and development of the environment, the acquisition of the *Parc des Écartés* being one concrete example. “Through our involvement with this fund-raising campaign, we hope to encourage other major stakeholders to do likewise to help improve the condition of the Etchemin River, which is an important part of our region's natural heritage.”

The President of the CRRE, Mr. André Bélisle warmly thanked the honorary president of the previous fund-raising campaign (2003-2005), Mr. Tom Lemieux, Vice-President of the Kamouraska – Chaudière-Appalaches Business Support and Development of the Fédération des caisses populaires Desjardins du Québec, for his commitment, availability and dynamism.

“Not only did we reach our funding objectives during this 2003-2005 campaign, but we also received an extraordinary gift from Mother Nature herself, in the form of the discovery, in the fall of 2004, of a salmon couple that came to spawn at the mouth of the river,” stated Mr. Bélisle.

The CRRE intends to develop other projects to improve the quality of the Etchemin River and its aquatic habitats. Among others, new accesses to the river will be developed for public use. Here are some of these future projects:

- ✓ Launch of the CRRE website at: www.crre.ca

- ✓ Development of a second section of the *Beauchemin Canoe Route* in Saint-Malachie
- ✓ Completion of a proposal for the development of a future park running along the Etchemin River's mouth at Lévis
- ✓ Assessment of the salmon population at the mouth of the Etchemin River up to the Etchemin Falls
- ✓ Completion of various wildlife management projects in the Etchemin River and its tributaries.

The CRRE's commitment to the Etchemin River is thus continuing in a very concrete way. With the support of its partners and the growing involvement of business partners, companies and municipalities in the region, the CRRE is confident of accomplishing its mission to protect and restore the Etchemin River and make this precious natural heritage a source of pride in the region and a major tourist attraction for the local population and visitors alike.

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Source:

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Platinum Partners



Gold Partners



Silver Partners

Caisse populaire Desjardins de la Vallée de l'Etchemin, Caisse populaire Desjardins de Saint-Romuald, Caisse populaire Desjardins du Centre de la Nouvelle-Beauce, Carole Théberge, MNA for Lévis, Fédération des Caisses Desjardins de Québec, Industries et Équipements Laliberté, Marc Picard, MNA for Chutes-de-la-Chaudière, Municipality of Saint-Anselme, Municipality of Saint-Léon-de-Standon, Municipality of Sainte-Claire, Municipality of Saint-Henri, Pierre Corbeil, Minister of Ressources Naturelles et de la Faune.

Among the several projects that were completed, thanks to the financial contribution of these partners, are the following:

In 2003

- ✓ Diversification of the flow of the Etchemin River to improve the habitats of brook trout (speckled trout) in Lake Etchemin
- ✓ Completion of a development plan for sport fishing in the downstream section of the Etchemin River (Lévis)

In 2003 and 2004

- ✓ Completion of a study of the potential of brook trout spawn beds in the sector of Mount Orignal, the Etchemin River and tributaries
- ✓ The stabilization of the eroded banks of the Lanigan River at Saint-Odilon-de-Cranbourne

In 2004

- ✓ The opening of the Beauchemin canoe route at Saint-Léon-de-Standon, including boat-leasing facilities
- ✓ Development of a roadside rest area at Saint-Malachie (access to the canoe route, interpretive panels and stabilization of a riverbank)
- ✓ Development of small mouth bass habitats in the Etchemin River at Lévis

In 2005

- ✓ Opening of the Mount Orignal fishing route at Lake Etchemin and Saint-Odilon-de-Cranbourne
- ✓ Characterization of the wetlands in the Mount Orignal fishing route in Lake Etchemin and Saint-Odilon-de-Cranbourne

In 2005 and 2006

- ✓ Inventory of the fauna and flora of the mouth of the Etchemin River
- ✓ Increase of the spawning potential of brook trout in the sector of Mount Orignal, Lake Etchemin and Saint-Odilon-de-Cranbourne
- ✓ The CRRE also continued its annual educational activities among the young and not so young (*Histoires de saumon (Salmon Stories)*), an educational programs in 8 schools, Fishing Festival in Sainte-Claire and Saint-Léon-de-Standon) and specific projects, such as tree-planting projects with certain local schools.