



Guide Outfitters Association of British Columbia

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PRESS RELEASE

FOR IMMEDIATE RELEASE
Wednesday, December 15, 2010

RE: Conservation Association Donates 500 Pounds of Wild Meat to Salvation Army

On Friday December 17, 2010, the Guide Outfitters Association of British Columbia (GOABC) will donate 500 pounds of wild, free-range and organic meat to the Salvation Army Food Bank in Kelowna. The ground bison, moose and venison will help supplement their Christmas Food Hamper Program, which exists to help families in need. This year The Honourable Steve Thomson, Minister of Natural Resource Operations and MLA Kelowna-Mission, will be attending to show his support for this initiative.

Mark Werner, President of GOABC states, “When finances are tight many families are unable to afford meat and will opt for less healthy alternatives. This meat will help provide families with a high-quality protein this holiday season.” Wild game meat is natural, organic and has no steroids, artificial colours, hormones or other chemicals. It is also lower in fat and higher in protein than commercial domestic meats.

Guided hunters that choose to leave their meat behind are pleased to support this initiative. Since this program was started in 1993, we estimate that it has delivered more than 425,000 pounds of wild meat to families in need and local charities in British Columbia. The GOABC’s local guide outfitter associations have also been active in arranging meat donations throughout the province.

Special thanks to North Central Guide Outfitters, Northern BC Guides Association and Clark Freightways for their assistance and support of this initiative.

For more information please contact:

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