



**FOR IMMEDIATE (VIRTUAL) RELEASE**

Friday, May 22, 2020

## Local Seniors Launch Fundraising Campaign For Environment Groups Cut by Province

WINNIPEG, MB – Local seniors have launched a fundraising campaign to help three environmental organizations replace funding recently cut by the provincial government. Called “Manitoba Seniors for Sustainability”, the campaign hopes to inspire others from their generation to donate as they are able.

“As seniors, we are very concerned about the future we are leaving for our children and grandchildren”, said senior and long-time environmental volunteer Peter Miller. “If you are a senior who can afford to donate some or all of the money governments are sending, we encourage you to support the crucial work these organizations do in our schools, workplaces and community”.

The Green Action Centre, Climate Change Connection and the Manitoba Eco-Network were all recently informed they would receive no provincial funding this year. The combined loss of \$360,000 in core funding has historically been part of their annual budgets. This amount is less than 1% of the controversial \$45,000,000 Premier Pallister is sending to Manitoba seniors, regardless of need.

“Cutting funds for the environment during a climate crisis makes about as much sense as slashing health care during a pandemic”, said former Deputy Premier Muriel Smith. “These organizations provide incredibly important services at a fraction of the cost to government, so I’m proud to put my money back where it belongs.”

Manitoba Seniors for Sustainability hopes public support for their campaign will send a strong message to governments and political parties of all stripes that these funding cuts need to be reversed, and on-going support to local environmental groups maintained in the coming years.

“It would send a great message if a few thousand of the 225,000 seniors receiving this money donated it to the environment groups who just had their funding cut”, said Shirley Lord. “We sure hope to get a good response, and so do our kids and grandkids!”



(Continued)

Manitoba Seniors for Sustainability will launch using [@mbseniors4sust](#) on Facebook and Twitter and rely upon personal networking to spread the word. All donors will receive a tax receipt and all funds raised will go directly to environmental programs. Additional information about all three of the impacted environment groups can be found at:

<https://tidescanada.org/project/climate-change-connection/>

<https://www.canadahelps.org/en/charities/green-action-centre/#donate-now-pane>

<https://mbeconetwork.org/get-involved/donate/>

The campaign also encourages seniors to submit photos of themselves doing positive things for the environment, such as walking, cycling, gardening and composting. Photos or testimonials about why seniors believe working together for a sustainable Manitoba is important can be submitted to hashtag [#mbseniors4sust](#), regardless of donations to the campaign.

“We recognize that seniors are being asked to support many worthwhile causes these days, and we support everyone in need”, adds retired civil servant Harvey Stevens. “We’re just doing our part to create a safe and sustainable future for everyone”.

The following members of the Manitoba Seniors for Sustainability launch team will be available for phone interviews on Friday, May 22, 2020. In alphabetical order:

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