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For Immediate Release

Revelstoke Dam Visitor Center promotes White Sturgeon Initiative with Local Draw

REVELSTOKE - Throughout the month of August 2003, the BC Hydro Revelstoke Dam Visitor Center featured a display on the Upper Columbia White Sturgeon Recovery Initiative (UCWSRI). The display was utilized to raise public awareness on the plight of the white sturgeon and highlight the involvement of over 25 stakeholders throughout British Columbia and the U.S. working together to prevent the extinct of white sturgeon in the Columbia River.

During August 10,406 guests viewed the display and numerous enthusiastic comments were received by the visitor center staff. Visitors expressed their surprise at the enormous size and life span of the Sturgeon and the fact that these prehistoric fish are still living today. In addition, visitors were glad to learn about the efforts being made to help the Sturgeon survive for future generations.



At the end of the August there was a draw of three names to win a beautiful hand painted Sturgeon pin and two Upper Columbia White Sturgeon Recovery Initiative T-shirts.

The winners were:

Pin -Shayne Gwwaski from Grand Prairie Alta.,

T-shirt- Colleen Hunt from Simpson Sask. and

T-shirt- Mike Jakuborski from Clinton B.C.

BC Hydro would like to thank Danny McCavley from Revelstoke, Conner Schalm from Kamloops and Heba El-Borno from Calgary for drawing the winning names, the members of the UCWSRI and Chris Beers of the Columbia Kootenay Fisheries Renewal Partnership for their support in organizing this display.

To find out more about the Upper Columbia White Sturgeon Recovery Initiative or how you can help, please view the web site at www.uppercolumbiasturgeon.org or call 1-888-358-3474 (FISH).