



**Bruce Trail
CONSERVANCY**



**APGO
education
foundation**

FOR IMMEDIATE RELEASE

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Two organizations collaborate to create an innovative trail experience

Bringing State-Of-The-Art Experiences along the Bruce Trail

Hamilton, Ontario – Bruce Trail Conservancy (BTC) and APGO Education Foundation (Foundation) have committed to create a groundbreaking trail experience using innovative technology, science, education, and research.

Dr. Bill Pearson, P.Geol., Chair of the Foundation and Michael McDonald, CEO of the Bruce Trail Conservancy signed a Memorandum of Understanding to bring the geoscience and environmental wonders of the Niagara Escarpment, the home of the Bruce Trail, to the public.

Dr. Carolyn Eyles, P.Geol., of McMaster University and Director of the Foundation is leading cutting edge research in collaboration with the City of Hamilton, focussed on identifying processes affecting the erosion of the escarpment face and its controls. This exciting collaboration between the Foundation and the BTC will greatly enhance the scope of investigations conducted on the Niagara Escarpment, and the processes affecting its development. It will allow the findings of the research on this outstanding natural feature to be communicated directly to the public through innovative and easily accessible media.

The goals of the partnership over the next year are:

- Apply the Foundation’s innovative “Virtual Field Trips” in GoogleMaps™ to create “Geotrails” along the Bruce Trail to showcase and educate the public about the geology and environments along the Trail in a new and innovative way.
- Access educational content developed by the Foundation’s GeoscienceINFO.com and the Bruce Trail Conservancy, and integrate this information into Bruce Trail hiking experiences.

Quotes

“The Escarpment is a major geographical and topographic feature in Ontario, but most people know little about its fascinating geological history or environmental importance. We are delighted to work with BTC to greatly enhance public knowledge of this important geological feature.”

Dr. Bill Pearson, P.Geol., Chair of the APGO Education Foundation

“The Bruce Trail Conservancy attaches great importance to the collaboration with the Foundation, gaining yet another major partner in the effort to promote the Bruce Trail, and the importance of the Niagara Escarpment on a national scale.

Michael McDonald, CEO, Bruce Trail Conservancy

About

About The APGO Education Foundation

The APGO Education Foundation (“the Foundation”) is a registered charitable organization (Reg# 84604 5052 RR0001). The goal of the Foundation is to advance the education of the public about geoscience. The Foundation’s GeoscienceINFO.com is an innovative one-stop spot for the public for information about the Earth beneath their feet. This website provides topical information on all facets of geoscience including geovideos on key topics. A key feature of GeoscienceINFO.com is virtual field-trips in different areas in Ontario. This enables viewers to experience and learn about the geology of an area while traversing digitally in GoogleMaps™. In 2019, the Foundation reached over 8,000 people in public events and on social media.

About the Bruce Trail Conservancy

The Bruce Trail Conservancy is a member-based, volunteer-driven top-rated charitable organization. For over 50 years, we have cared for the Bruce Trail, Canada’s oldest and longest public footpath, which runs 900 km from Niagara to Tobermory. We are committed to being a leader in fostering a healthy and natural environment. We are proud to work hand-in-hand with our community to acquire and preserve land to secure the Bruce Trail. The Bruce Trail Conservancy consists of nine Bruce Trail Clubs. Each Club manages a section of the Bruce Trail and is responsible for maintaining, stewarding and promoting that section.

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For media registration or interview requests please contact:

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