



Santa Raises Thousands of Dollars for the Environment

Wilderness Cabin at Vaughan Mills Supports Awareness and Conservation

Vaughan, ON, January 11, 2008 – Today, Vaughan Mills presented the Lake Simcoe Conservation Foundation with a cheque for \$6,500 that was raised from donations made to the Wishing Well at Santa's Wilderness Cabin. Santa's Cabin was located in Vaughan Mills throughout the holidays and gave children the opportunity to ice fish with Santa and to share their Christmas wishes while learning the importance of environmental conservation.

Along the path to Santa's Cabin, families were able to learn about the importance of protecting the fish and wildlife in Ontario's waters and how an eco-conscious family can make a difference. The Santa experience was complimentary but families were able to make a donation, with 100 per cent of the proceeds supporting the Conservation Foundation.

"Our wishing well at Santa's Wilderness Cabin welcomed many donations from gracious families over the holiday season and we are proud to announce that we raised more than \$6,000 for the Lake Simcoe Conservation Foundation in our very first year of "Fishing with Santa," said Jamie MacLean, Marketing Director, Vaughan Mills. "This was a successful initiative not only for all the money raised but also for all the children who came to visit Santa and left knowing more about how to protect our environment."

Santa's Cabin captured each child's visit on video and families were able to download their video on-line, on a secured and interactive website, to share with friends and family as an e-greeting for the holidays. Additionally, to avoid buying the standard paper Santa photos, families were encouraged to capture their visit using their own digital device.

"Santa's Wilderness Cabin not only provided a one-of-a-kind holiday experience but it also provided a learning opportunity about the importance of taking care of our waters," said Kimberley MacKenzie, Executive Director, Lake Simcoe Conservation Foundation. "We look forward to working with Vaughan Mills again next Christmas."

The Lake Simcoe Conservation Foundation is designed to protect and restore Lake Simcoe to its natural environment, and in many places return the land and the rivers and streams to a natural state. All of the proceeds from Santa's Cabin will support the Foundation.

About Vaughan Mills

Vaughan Mills is the first enclosed regional shopping centre built in Canada in more than 16 years, located just 32 kilometres north of downtown Toronto at Hwy 400 and Rutherford Road. This 1.2 million square-foot shopping centre features 16 major tenants and more than 250 retailers - combining manufacturers' outlets, brand-name retailers, restaurants and engaging entertainment. Many are the first of their kind in Canada, including; Bass Pro Shops Outdoor World, NASCAR SpeedPark, Lucky Strike Lanes, Pro Hockey Life, the world's largest Tommy Hilfiger Outlet, Canada's largest Toys R Us / Babies R Us and the only Holt Renfrew Last Call in Canada. The Shopping Centre's Internet address is www.vaughanmills.com.

About the Lake Simcoe Conservation Foundation

The Lake Simcoe Conservation Foundation (LSCF) invests in projects designed to protect and restore Lake Simcoe. Working in partnership with the Lake Simcoe Region Conservation Authority (LSRCA), watershed municipalities and other partners, we enable vital work to be done that maintains the natural environment, and in many places return the land and the rivers and the streams to a natural state. Working with all of its partners extends the reach of LSCF's efforts well beyond the shoreline of Lake Simcoe and up each of the rivers and creeks that feed the Lake. For more information about this project and Lake Simcoe contact Kimberley MacKenzie at 905-895-1282 ext 310. Donations for a Healthy Lake Simcoe can be sent to: The Lake Simcoe Conservation Foundation, 120 Bayview Parkway, Box 282, Newmarket, Ontario, L3Y 4X1 or phone 905-895-1281 ext 310.

For more information, please contact:

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