



Media Release

For Immediate Release

ROADHOUSE AND ROSE AND LAKE SIMCOE CONSERVATION FOUNDATION MEMORIAL TREE PROGRAM

Newmarket – Planting a tree is one of the most meaningful ways to express sympathy. It is a remembrance to a loved one and at the same time a renewing of life. The Lake Simcoe Conservation Foundation is pleased to announce a new partnership with Roadhouse and Rose Funeral Home in Newmarket, establishing the first tree memorial program in the Lake Simcoe watershed that focuses on reforestation efforts in our local community.

“We can no longer ignore the strong connection between a person’s health and the environment. This partnership is a demonstration of Roadhouse and Rose’s environmental commitment to our community – it will ensure the continued growth and enhancement of one of our most precious resources.” says Cheryl Taylor, Executive Director of the LSCF.

This program, in which Roadhouse and Rose will make a donation to the Lake Simcoe Conservation Foundation’s restoration projects for each family they serve, will improve air and water quality and improve wildlife habitat for the future. In addition, *The Roadhouse and Rose Memorial Grove* is being established that will see one large tree per year planted in memory of all the families Roadhouse and Rose has served. Located at Bailey Ecological Park in Newmarket along the Nokiidaa Trail, it is the perfect place to remember a loved one as well as explore nature.

"We are extremely happy to announce our new partnership with the Lake Simcoe Region Conservation Foundation. One of the fundamental policies of our family-run business is a strong commitment to the environment with a special focus on the Lake Simcoe watershed. We believe that responsible businesses have an obligation to support the community in which we live and work. Planting trees is a meaningful and respectable way to both honour and celebrate the life of a loved one. We look forward to this exciting opportunity which will both offer comfort to the families we serve and at the same time contribute to local reforestation efforts." says Wes Playter, Manager and co-owner at Roadhouse and Rose.

The Lake Simcoe Conservation Foundation is a non-profit organization that raises funds for the restoration, protection and education projects of the Lake Simcoe Region Conservation Authority. Donations are being accepted now for our projects in Newmarket and beyond.

For more information on the LSCF and Roadhouse and Rose, please visit www.LakeSimcoeFoundation or call 905 895-1281.

-30-

Media Contact:

Cheryl Taylor
Executive Director
Phone: 905-895-1281 ext 310