

## Credit Valley Conservation Foundation & 407 ETR announce 5-year partnership valued at \$100,000

*Funding will support critical work on the Credit Valley Trail*

April 30, 2019

Credit Valley Conservation Foundation and 407 ETR Concession Company, the operator of Highway 407 ETR, confirmed the first corporate partnership in support of Credit Valley Conservation's legacy Credit Valley Trail project. The commitment to support the trail is \$100,000 over the next five years.

"The Credit Valley Trail is a bold vision drawing many partners from different sectors, and we're thrilled to welcome 407 ETR as our very first corporate supporter," said Credit Valley Conservation Foundation Executive Director, Terri LeRoux. "This partnership supports the first steps along the path to start building this project on the ground. 407 ETR is now part of the trail's story connecting people to nature, rich cultural experiences, Indigenous heritage and the sustaining waters of the Credit River."

The vision for the Credit Valley Trail started over 60 years ago when Credit Valley Conservation explored the concept of a fully connected trail in the Credit River Valley. When complete, the Credit Valley Trail will be a continuous 100-kilometre pathway through the Credit River Valley – from the hills of headwaters in Orangeville to the shores of Lake Ontario in Mississauga.

"407 ETR is very proud to be part of this significant environmental initiative and we look forward to being partners with Credit Valley Conservation Foundation for many years," said 407 ETR President and CEO, Andres Sacristan. "This development is especially exciting for us with the trail crossing directly underneath the highway, making it easily available for our customers to enjoy."

As the first corporate partner, 407 ETR will support Credit Valley Conservation, Credit Valley Conservation Foundation, and community partners in the first steps along the path of Credit Valley Trail development. Under the partnership, 407 ETR will help shape the trail's planned route for areas around the highway and support its progress.

"407 ETR and our employees are committed to giving back to the communities we serve, and we strive to lead by example to do our part in protecting the environment. We're honoured to be the very first corporate partner of the Credit Valley Trail, and to provide critical funding for Credit Valley Conservation to take the first steps to bring the trail to life," Mr. Sacristan continued. "We would like to take this opportunity to inspire and encourage other corporate leaders to join 407 ETR in supporting the realization of the Credit Valley Trail, and to be part of a lasting green legacy for generations to come."

To date, the Credit Valley Trail project has involved work from more than a hundred community members and support from lead partners: City of Brampton, Town of Caledon, Credit Valley Heritage Society, Town of Halton Hills, City of Mississauga, Mississaugas of the Credit First Nation, Town of Orangeville, and Region of Peel. Funding and expertise has also been provided by the Greenbelt Foundation and the Government of Ontario.

### **About Credit Valley Conservation Foundation**

Credit Valley Conservation Foundation is a registered environmental charity working to help protect and conserve the lands and waters of the Credit River Watershed. The Foundation accomplishes this by raising funds in support of the valuable conservation projects carried out by Credit Valley Conservation that protect the health and well-being of the flora and fauna, the watershed and its inhabitants for today and tomorrow.

### **About Credit Valley Conservation**

Credit Valley Conservation (CVC) is a local conservation authority established by the Ontario government in 1954 to protect, restore and enhance the natural environment of the Credit River watershed. That watershed is the area of land where all rainfall, snowmelt and runoff drain into lands and waters flowing into the Credit River. CVC creates connections between people and nature, knowledge and action. It inspires a deep appreciation for the role of nature in keeping people connected, healthy and happy. CVC is a member of Conservation Ontario.

### **About 407 ETR**

Highway 407 ETR is the best way to travel across the top of the Greater Toronto Area. Drivers make over 415,000 trips each workday and continue to report that using the toll road saves them significant time, reduces their fuel consumption and vehicle maintenance costs and staying out of gridlock and heavy traffic elsewhere means lower harmful CO2 emissions. Use of the toll road has increased steadily since opening in 1999 and is now well known as the route of choice for business to move goods efficiently and for people wanting to save time for the things that matter most.

### **Media Contacts**

Credit Valley Conservation:

Jamie Williams  
Specialist, Marketing & Communications  
Credit Valley Conservation  
Tel: 905-670-1615 ext 285  
[Jamie.williams@cvc.ca](mailto:Jamie.williams@cvc.ca)

407 ETR:

Kevin Sack  
Vice President  
Marketing, Communications & Government  
Relations  
407 ETR  
Tel: 905-264-5374  
[ksack@407ETR.com](mailto:ksack@407ETR.com)