



MEDIA RELEASE

For Immediate Release: Monday March 24, 2014

Giant's Rib Discovery Centre receives grant through Allegra's Footprint Fund

The Giant's Rib Discovery Centre (GRDC) is pleased to announce it is one of Allegra's 2014 Footprint Fund recipients.

"We're looking forward to the warm weather and gearing up for this year's free guided hike program," says Kyle McLoughlin, GRDC's Outdoor Program Coordinator. "This new product from Allegra will help us get the word out to hikers and families that we have a great program that gives people a chance to explore the Niagara Escarpment and discover some of its wonders right here in our own backyard."

As one of its public education programs, The Giant's Rib guided interpretive hikes run Saturdays at 11 a.m. from June through Thanksgiving in the Dundas Valley Conservation Area. Some weekends are excepted and will be posted on the organization's website and social media. The GRDC hiking program is part of Conservation Ontario's Healthy Hikes Campaign. For more information on the GRDC's guided hikes, visit www.giantsrib.ca.

The Footprint Fund helps eligible non-profit organizations enhance their image, expand their services and extend their printing budgets utilizing Allegra's marketing and print services. The Footprint Fund is available to any non-profit group, association or charitable organization in Hamilton and area that meets the Footprint Fund selection criteria. Services are awarded with a value (up to) \$1,000 per organization for the award year. Services can include graphic design, printing, copying and interior signage. For more information, visit www.allegrahamilton.com

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Canada's early settlers once called the Niagara Escarpment a "Giant's Rib." The Giant's Rib Discovery Centre is a not-for-profit organization promoting uses of the Niagara Escarpment World Biosphere Reserve that will ensure retention of its natural state for future generations. The Giant's Rib Discovery Centre (GRDC) has been recognized by the Canadian Biosphere Reserves Association as a local biosphere committee for the Niagara Escarpment World Biosphere Reserve.