

Giant's Rib goes GREEN this fall | FlamboroughReview.com

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This month, a lot of exciting new things are happening at the Giant's Rib Discovery Centre (GRDC). The organization, dedicated to educating the public about the environmental significance of the Niagara Escarpment and the importance of its preservation, is pleased to formally present its new logo and announce its new name: the Giant's Rib Escarpment Education Network (GREEN).

"As we begin our efforts to expand and improve upon our existing programs, feedback told us that the words 'Giant's Rib' didn't resonate the idea of the Niagara Escarpment," said Chris Hamilton, President of GREEN. "It is one of the Escarpment's many nicknames, but the name 'Giant's Rib,' we've been told, conjures up images of a rib joint! The new name more accurately reflects what we do and clearly associates us with the Niagara Escarpment. Now it falls to us to build upon and expand that network."

The rebranding of the organization aims to reflect its growth from a single Discovery Centre to a network of Discovery Centres along the escarpment. Additionally, the new title encapsulates GREEN's public programs, educational tools, redesigned website, and volunteers as integral parts of this greater network.

Assisting these expansions and improvements is the \$12,000 grant that GREEN received from the Friends of the Greenbelt Foundation. Included in GREEN's plans for improvement is the development of a travelling educational display and the establishment of a Satellite Centre, as well as upgrades to the current Giant's Rib Discovery Centre and enhancements to the GREEN website.

"The dramatic cliffs of the Niagara Escarpment are iconic and instantly recognizable in Southern Ontario," said Burkhard Mausberg, CEO of the Friends of the Greenbelt Foundation. "But the importance of the Escarpment goes far beyond its beauty. The protection of its rare species, habitats, and water sources provide a healthy core for nature and animals to thrive in the region."

"On behalf of our Board of Directors and all of our volunteers, I would like to thank the Friends of the Greenbelt Foundation for their support," said Chris Hamilton. "This funding will ensure the completion of the first phase of our improvement and expansion efforts. However, it is not only the funding we are grateful for, but also the Foundation's support of our efforts to deliver Niagara Escarpment World Biosphere Reserve and Greenbelt information to a much wider audience. As partners go, the Niagara Escarpment and Ontario's Greenbelt go hand in hand as integral parts of one another."