



MEDIA RELEASE

For Immediate Release: Tuesday June 3, 2014

GRDC Guided Interpretive Hiking Program Comes to Albion Falls

The Giant's Rib Discovery Centre (GRDC) will begin offering guided interpretive hikes at Albion Falls beginning **Sunday June 8 at 12:30 p.m.** Visitors will enjoy a view of Albion Falls, a hike along the top of the Red Hill Valley escarpment, learn about the Niagara Escarpment World Biosphere Reserve, safe hiking, and some of the plant and animal species who inhabit the area.

The first two hikes are scheduled for Sundays, June 8 and 22; beginning at 12:30 p.m. Visitors will meet at the Albion Falls parking lot in Upper King's Forest Park. Volunteer hike leaders will display a Giant's Rib Discovery Centre name badge. The hike will follow the Bruce trail along the escarpment rim, so the hike difficulty is easy with no large hills or difficult terrain. The hikes should last 45 minutes to an hour. There is no fee for the program.

GRDC Outdoor Program Director Kyle McLoughlin explains, "Having had success with our weekly Saturday hikes in the Dundas Valley, the next step was to expand the program to other areas where more people can benefit from the free program. Our goal is to give some context to the visitors who are out there hiking the escarpment and viewing its features: to let them know they are in a World Biosphere Reserve and help them discover and appreciate its wonders."

All GRDC hikes are registered with Conservation Ontario's Healthy Hikes Challenge and are worth 200 bonus points to the program. Visitors will also receive an invitation to Mountain Equipment Co-Op Burlington's Club Night in September where participants get a 10% discount on all purchases.

Subsequent hike dates at Albion Falls will be posted online at www.giantsrib.ca, GRDC social media sites, Conservation Ontario's Healthy Hikes website, <http://healthyhikes.ca/>, and MEC's events page <http://events.mec.ca/find-an-event>.

Forthcoming are details of the hiking program's expansion to locations in Halton as well.

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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.