

Press Release

Janet Quinn 562-8184/ jcquin@telus.net
IMMEDIATE RELEASE

WHAT'S NEW AT ROAD WATCH

Crowsnest Pass February 23, 2004 - Participants of **Road Watch in the Pass** continue to collect and enter data about wildlife they observe along Highway 3 from Lundbreck to the Alberta/B.C border. Congratulations to Rob Schaufele, winner of the *first Road Watch* prize draw! Rob's name was randomly drawn from all **Road Watch in the Pass** participants. To be eligible for the next draw, simply enter your wildlife crossings to the Road Watch website at www.rockies.ca/roadwatch.

Road Watch in the Pass has made some exciting improvements. Through input and feedback from community members, the Road Watch website has undergone several changes since it's launch on November 16, 2004.

The Municipality of the Crowsnest Pass has kindly granted permission to use its 1m imaging which provides a backdrop for marking your observations on the interactive map at www.rockies.ca/roadwatch. This detailed imaging provides a crisp image to help pinpoint exactly where wildlife are seen on or beside Highway 3.

A Results page has been added to the website. This page displays the observations collected to date on a map of the Pass. Updates to participants will be regularly sent via email and then posted on the website.

The Wildlife Identification section is now available on the website and includes photos of wildlife taken by local Crowsnest Pass citizens. Anyone wishing to contribute wildlife photos is encouraged to call 564-4833.

There are two ways to participate in **Road Watch in the Pass**. Wildlife observations can be called in to the Project Coordinator at 564-4833 or participants can enter their information directly from the Web Site. If you are using a cell phone, please pull off the road safely before making your call, or remember the key information of what species you saw, where you saw it and when you saw it and call when you get home. The local libraries are available for entering this data.

The website has been developed by The Miistakis Institute, a non-profit group affiliated with the University of Calgary, supporting pure and applied research. Miistakis will use the information collected through this site to analyze and communicate information highlighting the crossing locations of wildlife along the highway. This information will be made available to citizens and decision makers in the Pass.

To participate or for more information, click on www.rockies.ca/roadwatch or contact local program coordinator, Janet Quinn at 564-4833 or jcquin@telus.net.