



MEDIA RELEASE

FOR IMMEDIATE RELEASE
APRIL 5, 2010

COCHRANE SUSTAINABILITY PLAN LAUNCH EVENT APRIL 20TH

COCHRANE – Hundreds of Cochrane residents have invested their time, expertise and commitment in the development of the award-winning Cochrane Sustainability Plan. It's now time to celebrate that contribution and begin making the vision of a sustainable Cochrane a reality.

The Cochrane Sustainability Plan: A Roadmap For Action celebration will be held at the Cochrane High School from 7 to 9 p.m. on Tues., Apr. 20. The event is being organized by Sustainability Partners Uniting Resources (SPUR), the non-profit community group focused on enabling Cochrane to achieve the goals of the sustainability plan.

All Cochrane and area residents are invited to attend.

“The Cochrane Sustainability Plan is really our roadmap for the future – it has been created by and for our community to ensure Cochrane residents have a great quality of life for generations to come,” says Truper McBride, Mayor of the Town of Cochrane. “We’ve come a long way, and the April 20th launch will honor our past successes while helping lay the foundation for achieving our sustainability goals.”

With the sustainability plan’s completion, the community is now tasked with making the vision of the plan a reality. The non-profit group SPUR has been created to ensure sustainability efforts are integrated throughout the community. “Our focus with SPUR is to ensure that the ideas and enthusiasm generated for the Cochrane Sustainability Plan continue, and that the community joins forces to achieve our goals for sustainability,” says Valerie McCracken, a co-chair of SPUR. “Creating a truly sustainable community is not something any one group or person can achieve in isolation. To be truly sustainable, we must work together, and join our efforts and expertise in creating a brighter future for Cochrane.”

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The launch event will include an overview of the Cochrane Sustainability Plan, an introduction to SPUR, opportunities to become involved in achieving the plan's goals, information on sustainability activities within the community and an announcement of the recipients of the first allocation of SPUR's sustainability grants. The 13 Pathways to Sustainability reflected in the Cochrane Sustainability Plan will later be represented in a time capsule that will be buried at the Cochrane Ranchehouse Garden.

Cochrane residents interested in learning more about the launch event can visit the news section at www.cochranesustainability.ca, or call the SPUR sustainability hotline at (403) 851-2273.

Copies of the sustainability plan can be downloaded in the resources section at www.cochranesustainability.ca. In December 2009, the plan was honored with the Alberta Urban Municipalities Association's Visionary Communities Award.

The Cochrane Sustainability Plan was developed with the input of more than 500 Cochrane citizens, and reflects the community's vision for a sustainable future. SPUR is a non-profit group developed to achieve the goals of the Cochrane Sustainability Plan.

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