



Canon Canada presents the Nurture Nature Awards

What are the Nurture Nature Awards?

The Nurture Nature Awards is an environmental program sponsored by Canon Canada that encourages individuals to “**help protect or improve the natural habitat of an endangered or threatened species.**” The project could involve such goals as cleaning up a polluted pond or re-claiming a woodland. Canon invites you to submit a project proposal that demonstrates a direct impact on a threatened habitat in your area.

Award Details

Three winners from across the country will receive a cash award of \$20,000 each to fund their project. Winners will also receive a Canon digital SLR camera and video camera so they can document their progress and the final results of the project.

How do you enter?

Applying to the Nurture Nature Awards is a two-step process:

- 1) Shoot a short video clip (one minute max.) that explains your project and shows the state of the habitat you want to improve.
- 2) Write a short project proposal that includes:
 - A description of your project
 - An explanation of the short-term and long-term benefits you expect to achieve
 - A detailed description of how the Nurture Nature Award funds will be used
 - A project budget
 - A project timeline

3) Upon completion of your proposal please click the "Upload Application" button found at: www.canon.ca/donations_sponsorships and submit your video and word files.

Applicants may submit their projects beginning from Earth Hour on March 28th, 2009 until 5 p.m. EDT on September 1st, 2009. Winners will be announced on (September 14th, 2009).

ADDITIONAL RULES AND REGULATIONS

- 1) The awards are open to all residents of Canada.
- 2) All projects must be completed within Canadian borders.
- 3) All proposals must demonstrate how they will protect or improve the natural habitat of an endangered or threatened species in Canada.

- 4) Projects must be funded solely by Canon Canada Inc.
- 5) The chosen participants must submit a quarterly video progress report.
- 6) The chosen participants must submit a final written report at the completion of the project along with a brief video showing the results.
- 7) There will be one award for each of the three regions of Canada – West (defined by the geographical regions of British Columbia, Alberta, the Yukon Territories and the North West Territories), Central (Manitoba, Saskatchewan, Nunavut and Ontario), and East (Quebec, New Brunswick, Nova Scotia, Newfoundland/Labrador and Prince Edward Island).
- 8) Contest rules are subject to change without notice at the discretion of Canon Canada Inc.