

VISION.

Creating a world Canadians are proud to pass onto their children.

MISSION.

We are Canada's most effective environmental action organization. We challenge, and inspire change in government, business and people to ensure a greener, healthier and prosperous life for all.



www.environmentaldefence.ca



A MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

INSPIRING CHANGE. It's not just our new tagline. It's what we do and how we go about it.

For more than 25 years now, we have made inspiring change a priority. Given the significant environmental challenges facing us and our planet, we think a sharp focus on creating lasting change, and inspiring others to join us, is the best way to ensure our children grow up in a prosperous, green world.

Our fresh, new logo expresses our hope for a greener future, and reminds us of how many people's passion for environmental protection is sparked at a young age through the trees in their backyards, school grounds, parks and camping trips. Because that's what it's all about for us - connecting people with environmental issues that affect their daily lives in their homes, workplaces and neighbourhoods.

That's why we've taken on the problem of toxic chemicals in cosmetics and personal care products, many of which are used by children and teenagers. We know there are safer alternatives, and we know that our government and the cosmetics industry can do better. It's our job, now, to inspire the change we need so parents know the baby shampoo they buy is safe.

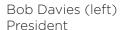
That's also why we inspired moms and dads across Canada to call on Prime Minister Stephen Harper to take action on global warming for the sake of our children. Thousands of parents responded to our call, and posted photos of their children online under a demand for the Prime Minister to remember who he was representing at the critical UN Climate Change Summit in Copenhagen. We reminded parents that they have the power now to protect their children's future from the devastating effects of climate change.

Whether it's clean energy, good green jobs, toxic-free products, or green space protection, we remain committed to working with governments, businesses, and all Canadians to make our vision a reality: a world we are proud to pass onto our children.











Dr. Rick Smith (right)
Executive Director

MAKING CHANGE: A









Continued Push to Get Rid of BPA

A lot of European countries and U.S. States followed in Canada's footsteps and banned bisphenol A (BPA) in baby bottles and other food and beverage containers. But, Environmental Defence didn't stop to pat ourselves on the back for leading the charge.

Instead, we stayed on track and released a study, No Silver Lining: An Investigation into Bisphenol A in Canned Foods, which tested food from 50 cans, including organic canned food, from Canada and the U.S. Over 90% of the cans tested had detectable levels of BPA in the food, exposing North Americans to BPA at levels shown to cause health problems in laboratory animals.

PHOTO: Now that BPA is out of Canadian baby bottles, we're keeping our eye on cans, an important source of BPA exposure in North Americans. (STOCK)

Canadian First in International Competition

For the first time, a Canadian student won first prize in an international competition for Young Reporters for the Environment. Kira Jones' story, Water in our World, explored water as a precious resource for people and the environment, and what her community is doing to protect it. Young Reporters for the Environment had a record number of photo and article submissions, with entries coming from 22 other countries. Special thanks to Sears Canada Inc. for supporting Young Reporters for the Environment.

PHOTO: *Rebecca Poulin* was one of the Canadian Young Reporters for the Environment winners for her photo, "Fishbowl".

Your Green Energy Stories

As provincial governments kick start a clean energy revolution, Canadians want to know how they can take part. In partnership with Scotiabank, Environmental Defence launched iAmGreenPower.ca, a dynamic website showcasing Canadians who are already part of the revolution, and sharing stories, tips and advice on saving energy and supporting green energy.

From Oil Spills to Clean Energy

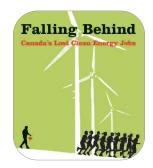
The oil spill in the U.S. Gulf had a disastrous effect on local wildlife, water, and the economy. Seeing images of oil-soaked birds in the daily news sparked us to consider our collective addiction to oil. Environmental DEFENCE hosted an event featuring Jerome Ringo, a former Gulf oil worker, who challenged our governments to chart our pathway off oil.

PHOTO: Former Gulf oil worker *Jerome Ringo* asks us to chart our pathway off oil.

NNUAL HIGHLIGHTS









Record Number of Clean Beaches and Marinas

Communities are proud of their clean beaches and marinas, and even more of them are flying the internationallyrecognized Blue Flag. To get a Blue Flag, beaches and marinas have to meet strict standards, including water quality. It was a record year, with 15 beaches and three marinas receiving a Blue Flag, including the first beach on Lake Erie.

PHOTO: Playing in the sand at Port Stanley, Lake Erie's first *Blue Flag* certified beach.

Down the Drain

More than 580 billion litres of drinking water, the equivalent of 236,000 Olympic swimming pools, are being wasted every year by homeowners in the Great Lakes region of Ontario and Quebec. Environmental DEFENCE asked Canadians to think about their water use with Down the Drain: Water Conservation in the Great Lakes Basin. a report outlining how much water could be saved in bathrooms, kitchens, laundry rooms and gardens across the Great Lakes.

PHOTO: ENVIRONMENTAL
DEFENCE staff demonstrate
how much water could be
saved with efficient fixtures
in your home.

Green Jobs Lost

As the world recovers from a recession, many governments are focusing on the green economy to create jobs and lessen our impact on the environment. At an international green jobs conference in Washington, D.C., Blue Green Canada, a partnership between Environmental Defence and United Steelworkers, presented findings from a groundbreaking report, Falling Behind: Canada's Lost Clean Energy Jobs. Attendees were surprised to hear that Canadians have missed out on approximately 66,000 jobs because our federal government has failed to match the U.S. in renewable energy investments.

PHOTO: Our report, Falling Behind, showed that federal inaction on renewable energy has cost Canadians 66,000 jobs.

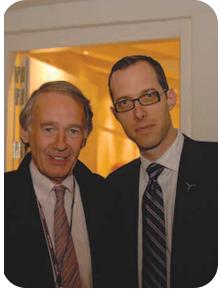
Toxic Fish

As part of Environ-MENTAL DEFENCE'S ongoing focus on toxics in our environment and our bodies. we took a bite out of the fish in our lakes. Released on family fishing weekend. Up To The Gills informed Canadian families about the dangers of consuming certain fish caught in the Great Lakes. It found continued high levels of toxic contaminants in several types of fish, including salmon, trout, carp, pike and walleye, many of which the Ontario government recommends people avoid eating.

PHOTO: ENVIRONMENTAL
DEFENCE warns Canadians
of the dangers of consuming
certain fish caught in the
Great Lakes.







MOMS TAKE ON GLOBAL WARMING

It was one of those bone-chillingly cold days in Ottawa when some parents gathered near Parliament Hill with photos of thousands of Canadian kids projected three-storeys high on the building behind them.

Above the children's faces, a plea to Prime Minister Stephen Harper: Remember who you're representing in Copenhagen, where a significant UN Climate Change Summit was soon to begin.

Two of the mothers spoke to Evan Solomon of CBC TV's Power and Politics, telling him why they put their children's photos on the wall. "Kids count, and our kids' futures count," said Rachel Vincent. "We want the Prime Minister

to think of all Canadian kids, all kids around the world, when he's considering what action Canada can contribute to internationally."

Cynthia Wong told TV viewers that it's really important to put a human face on the issue. "It's not just about politicians sitting in a room trying to make decisions. This is about real people and real children."

The parents were there after seeing an award-winning Environmental Defence video, made in partnership with ForestEthics and created by Toronto-based CP+B Canada. The video, which aired on TV stations across Canada, shows a group of young children in an impromptu street

ABOVE PHOTOS, FROM LEFT: Rachel Vincent (left) and Cynthia Wong (right) in front of a wall of children's faces in Ottawa; Photo: Stock. MIDDLE: ENVIRONMENTAL DEFENCE and our partners handed out awards to provincial leaders who are taking action on global warming; Back row: Tzeporah Berman - PowerUP Canada, Premier Gordon Campbell - British Columbia, Sidney Ribaux - Equiterre, Dr. Rick Smith - ENVIRONMENTAL DEFENCE, Gerald Butts - WWF Canada; Front row: Premier Jean Charest - Quebec, Janice Ashworth - Ecology Action Centre, Premier Darrell Dexter - Nova Scotia, Premier Greg Selinger - Manitoba, Environment Minister John Gerretsen - Ontario; Photo: Stock. RIGHT: Dr. Rick Smith, Executive Director of EnvironmentAL DEFENCE, with U.S. Congressman Ed Markey at the Blue Green Canada event in Copenhagen during the UN Climate Change Summit; Photo: Mike Layton.



"Canadians are far ahead of Ottawa in wanting to quickly transition to a clean energy economy. We're falling behind as a country by focusing instead on dirty oil from the tar sands. We're confident that reason will prevail, though, and that Canada will restore its reputation as a responsible actor internationally."

- MATT PRICE, Policy Director

demonstration carrying signs that read, "No More Climate Change", "Stand Up for Me" and "My Future is at Stake". The video challenged parents to take action on global warming by posting photos of their children, to demonstrate that kids will pay the greatest price if our leaders fail to act on global warming.

As the parents' message followed Prime Minister Harper to the UN Climate Change Summit, Environmental Defence ramped up pressure on the federal government by showcasing provinces and cities across Canada that are taking action on climate change. At a special event in Copenhagen, we gave awards to British Columbia, Manitoba, Ontario, Quebec, Nova Scotia, Vancouver, Calgary, Edmonton, Toronto and Montreal. As a partner with the United Steelworkers Union in Blue Green Canada, we also organized a celebration of climate change action taken by the United States, attended by the Speaker of the U.S. House of Representatives, Nancy Pelosi, and prominent congressmen. Both events highlighted the range of solutions already being embraced by leading governments, our federal government not among them.

Shortly after Canada's embarrassing turn in Copenhagen, where it was routinely awarded the Fossil of the Day for its unwillingness to do anything about global warming, we began gathering stories of Canadians doing their part by

A lifelong passion for the environment motivated Margaret Kelly, Environmental Defence's longest-standing monthly supporter, to begin making regular monthly donations in 1995. Fifteen years later, with disturbing developments taking place in Alberta's tar sands, she feels that Environmental Defence needs support more than ever.

"Giving gives me hope. With Environmental Defence working to protect the environment, I can live with a little hope that the future will be OK."

— MARGARET KELLY Edmonton, Alberta

supporting clean energy. Dubbed "I Am Green Power", the campaign showcases people who are using solar power, supporting wind turbines, and making their homes energy efficient. The 30 second videos, posted online and airing on TV, are inspiring others to embrace the clean energy revolution. Fighting global warming, creating jobs, saving money — the win-win-win for our planet, our economy and our wallets.

PHOTO BY EDEN ROBBINS



CELEBRATING OUR SUPPORTERS

Bob Eisenberg

Co-Founder, Campaign Lake Simcoe Director, Environmental Defence

"The Rescue Lake Simcoe Coalition was struggling to gain support for its mission to save Lake Simcoe from problems related to poorly planned growth. The lake was clearly in jeopardy, but there was little political will to even acknowledge, much less seek solutions to, the degradation of the lake and surrounding watershed. We knew that nothing less than a provincial act to protect the lake was necessary and asked Environmental Defence if they could help us. Not only did they help – they practically took over the project. Thanks to Environmental Defence, the Lake Simcoe Protection Act was passed. Here was an organization that did not merely wring its hands over environmental problems and spend its



energies on polishing its image. It actually took on problems and found solutions.

I was so impressed that I joined its Board and, of course, discovered that, whether the challenges relate to toxic chemicals or global warming, Environmental Defence applies the same results-oriented focus

that brought about the *Lake Simcoe Protection Act*. The results speak for themselves. I am very proud to be a Board member."

Murray Brasseur Chairman, Middlefield Group Director, Environmental Defence Director, Rescue Lake Simcoe Coalition



"Our multi-year battle to oppose a mega-marina in Lake Simcoe's Big Bay Point was a major victory for human health and the environment. It paved the way for the 2009 Lake Simcoe Protection Plan, and it also sent a clear message to developers that they

need to take into account the needs of the communities where they wish to do business.

In an unprecedented case, we won at the Ontario Municipal Board when the developer demanded that we pay his legal costs, a manoeuvre commonly termed a Strategic Lawsuit Against Public Participation (SLAPP). That key decision visibly and definitively reinforced the right of citizens and communities to engage in planning decisions that affect them. Thanks to Environmental Defence and our core group of supporters and friends, we are able to stand up for the lake, and for this critically important human right.

Moving forward, we will be working with the Ontario government to create permanent shoreline protection for the lake's most vulnerable areas, including Big Bay Point."

OYSTERS FOR THE ENVIRONMENT

More than two decades on, the Ontario Oyster community continues to show its commitment to ENVIRONMENTAL DEFENCE by once again donating the proceeds of the Ontario Oyster Festival. In its 22nd year, this year's festival was one of the best years yet with an excellent turn out and an exhilarating oyster shucking competition. A special thank you to the many Oyster Festival sponsors, the staff of **Rodney's Oyster House** and **Rodney Clark** in particular for his continued support and enthusiasm.

"At Scotiabank, we recognize that Canadians want to make a difference for the environment – for their families and their futures. We are thrilled to partner with Environmental Defence on the 'I am Green Power' campaign to help Canadians get involved, and to provide practical information on conservation and clean energy technologies. Together, we can invest in creating a vibrant green economy." — KAZ FLINN, VP, Corporate Social Responsibility



THANK YOU

ENVIRONMENTAL DEFENCE thanks all of the individuals and organizations who generously supported our work between April 1, 2009 and March 31, 2010. Every donation we receive helps us protect the environment and human health.

Environmental Partners (\$50,000+) Murray Brasseur

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Scotiabank, Corporate
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Environmental Stewards (\$10,000 - \$49,900)

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Environmental Champions (\$5,000 - \$9,999)

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Eamon MacMahon Ann Malcolmson

Jefferson Mappin Kenneth W. Marisett

Jay Mandarino Susan Manning

Martin McCreath

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Adam H. Zimmerman

Adam White

Environmental Friends (\$500 - \$999) lan D. Alderton Gordon Alison Amex Bank of Canada R. J. Anderson Roman Andrzejewski Carmel Augustyn Don Avery
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Toronto, Environmental Committee Eureka Kids Inc. Don Ferguson Robert Fleming Craig Forcese Michael Gillhoolley Bernard Green Ruth Grier M. Hainish Sarah Haney Paula Harcourt Donna M. Harrington John Hayes Elissa Hermolin Pamela A. Hesketh Steve Himel Renee Holden Sabrina Hope C. Keith Houston Sandra Howard Patricia Hull Barbara Hunkin Simon Irving Philip Johnson Howard Kaplan Richard J. King

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La Siembra Co-operative

ENVIRONMENTAL DEFENDERS

This dedicated group of donors provides ENVIRONMENTAL DEFENCE with ongoing monthly support. We would like to extend special thanks to these supporters who are protecting the environment and human health year round by providing critical funds that enable ENVIRONMENTAL DEFENCE to respond to issues as they happen.

Thank you to those foundations who provided crucial program support in 2009/2010:

Angel Gabriel Foundation Blue Green Alliance Foundation Bullitt Foundation Calgary Foundation Charles Stewart Mott Foundation Community Power Fund Draimin-Haddon Fund at Tides Canada Foundation EJLB Foundation Friends of the Greenbelt Foundation George Cedric Metcalf Charitable Foundation

GlaxoSmithKline Foundation Global Greengrants Fund/ Marisla Fund Holistic Health Research Foundation of Canada
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Jenifer Altman Foundation
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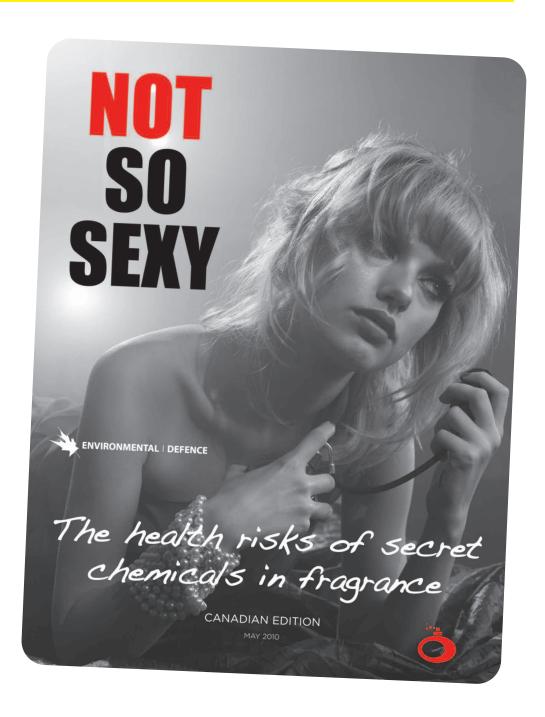
Barbara Laking

McLean Foundation Ontario Trillium Foundation RBC Foundation Schad Foundation Steelworkers Humanity Fund Taylor Irwin Family Fund at the Toronto Community Foundation Tides Canada Foundation Tides Foundation United Steelworkers -Revolving Fund Walter & Duncan Gordon Foundation

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CANADA NEEDS TO BE JUST BEAUTIFUL

If ENVIRONMENTAL **DEFENCE** is good at anything, it's making a stink over things that put Canadians' health in danger. We've led the way in getting bisphenol A, arsenic, phthalates. toxic flame retardants, and other nasty chemicals into the light, and out of our bodies. Now, we want vou to know about the chemicals in your cosmetics and personal care products. We're working to make Canada Just Beautiful: safe from the worst substances and informed of what's in our products.





"After the great success we had in getting bisphenol A out of baby bottles in Canada, I'm looking forward to working with the federal government and others to give personal care products a makeover. Canadians deserve these products to be safe." — JANELLE WITZEL, Program Manager, Toxic Nation

Wake up. Brush your teeth. Shower, wash your face, your body, and your hair. Put on makeup, deodorant, hair spray, and perfume. Before you even make it to the breakfast table, you've probably used almost 15 personal care products with a host of toxic ingredients.

Over 1,700 cancer-causing, hormone-disrupting, and allergy-inducing substances have been banned or restricted in European personal care products. But, many of these same harmful substances can still be found in Canadian products. And Health Canada doesn't even know everything that's in the cosmetics we use every day, nor does it have the power to test them for safety or recall them when they're not safe.

Our latest campaign takes issue with the nasty chemicals hiding behind the curtain of Canada's weak cosmetic regulations, and, as a result, in Canadians' bodies. And we've already gotten down to business by exposing the not-so-sexy chemicals hiding in our perfume along with our U.S. colleagues at the Campaign for Safe Cosmetics. Our study of North American fragrances found a dozen or more secret chemicals not listed on labels, multiple chemicals that can trigger allergic reactions or disrupt hormones, and many substances that have not been assessed for safety by the beauty industry's self-policing review panels.

We've also assisted our U.S. colleagues and Annie Leonard of *The Story of Stuff* fame to release a ground-shaking new video called *The Story of Cosmetics* in Canada. The 7-minute film lets people know about the absurd situation of untested toxic chemicals in personal care products and consumers' lack of choice. It asks for better laws, clearer labels, and safer products.

Next up, we're testing Canadians' makeup to see what's really in there. And, we're asking the Canadian government to ban the worst substances, and make sure we know all of the ingredients in our cosmetics so that we can all be **Just Beautiful**.

We think Canadians have enough to worry about in the mornings. We deserve to be kept informed and safe from toxic substances in our cosmetics. It's time that Canadian cosmetic laws got a makeover.

OPPOSITE: Our *Not So Sexy* report, released earlier this year, looked at the secret chemicals in fragrance and their impact on our health.

"We should be able to expect that the products available to us for purchase and use be safe for us. Although it may seem overwhelming or scary to learn about toxins in our everyday things and how to avoid them, it's critical that we pay attention and learn, because as we get this education, we are all able to make better choices for ourselves.

I am thrilled to be part of the Just Beautiful campaign, making companies adhere to stricter safety standards and fully disclose what is in their products. Too many of the chemicals in the personal care products we all use everyday have not been tested for safety. As I remind people, if it's on us, it's in us, and it's campaigns like this that will remind us that we can make great change, one person at a time."

— LISA BORDEN,
Borden Communications +
Design Inc.



ONTARIO'S GREENBELT GROWS UP AND OUT

Ontario's Greenbelt turned five this year. And there was a lot more to celebrate than five years of protecting our land, air, and water. Communities are lining up to be a part of the Greenbelt, and the Greenbelt continues to protect Ontarians from development that would jeopardize their local environment.

In 2005, Environmental Defence and our allies in the Ontario Greenbelt Alliance fought to get 1.8 million acres of Ontario's best land and ecological features protected by law from poorly-planned development. Five years later, the Greenbelt has been so successful that Ontario citizens and politicians are fighting to expand it in more than half a dozen locations, including some entirely new communities.

Over a few short months, Toronto declared its intention to grow the Greenbelt right through the heart of the city through the Don and Humber Rivers. Expanding the Greenbelt into Toronto connects the city's two and a half million residents with the farmland that provides them with local foods and the green space that helps clean their air and water. The Town of Oakville also forged ahead with plans to expand the Greenbelt, providing enduring protection of the town's green spaces and bolstering the region's new and expansive Natural Heritage System. Mississauga followed soon after, deciding to bring the Greenbelt further into the city through the Credit River, creating greater support for surrounding farming communities. Not to be left behind, Guelph City Council has passed a motion to expand the Greenbelt along the Speed and Eramosa rivers, leading the way for other municipalities in the region to do the same.

"For more than a decade, we have been fighting a proposed quarry that could potentially ecologically degrade the Niagara Escarpment and imperil our groundwater. The risks are high and the damages to the wellbeing of our community could be irreversible, so it is imperative that we succeed in protecting this fragile ecosystem. Our work has been made possible by the dedication and determination of our donors and volunteers. Thank you, to each and every one of you."

— THE DIRECTORS OF THE COALITION OF CONCERNED CITIZENS, Caledon, Ontario



"I am proud to work with a network of community groups and individuals who are committed to protecting Ontario's fragile green spaces and water resources, and inspired by the collective commitment to expand Ontario's Greenbelt." — HEATHER HARDING, Program Manager, Ontario Greenbelt Alliance



ABOVE: Environmental Defence stands with Greenbelt communities to defend our natural resources from poorly-planned development.

"Environmental Defence is a strong partner — bringing strategy, media savvy, and experience to the table. We've had great success winning key battles to stop the quarry and protect our community's drinking water and the natural features of the Greenbelt in Hamilton. We're in this together for the Greenbelt until St. Marys Cement exhausts its appeals!" — GRAHAM FLINT, Friends of Rural Communities and the Environment (FORCE)



In existing Greenbelt communities, we stood with citizens to defend their natural resources from developers. We helped the Cranberry Area Ratepayers and Residents Association defeat a proposal for a gravel pit near Guelph Ontario, which threatened important wetlands and water resources. Environmental Defence also worked with Friends of Rural Communities and the Environment (FORCE) to stop St. Marys Cement's attempt to open a massive limestone quarry near Hamilton Ontario, which could have damaged municipal and private drinking water wells, wetlands and streams, among other features.

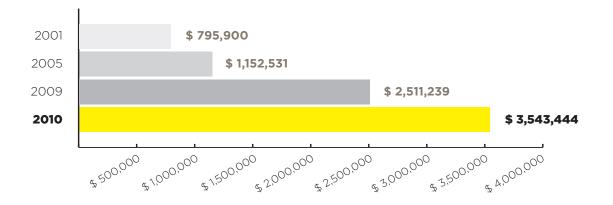
All in all, a banner year for Ontario's Greenbelt, and a great way to celebrate its fifth anniversary. And Environmental Defence will keep working with our partners to protect the Greenbelt against threats and grow into communities facing urban sprawl.

PHOTO: FORCE

Financial Report Combined Financial Statements as at March 31, 2010

	2010	2009
Assets Cash and cash equivalents	\$ 1,087,571	\$ 747,133
Other current assets	201,576	196,865
Fixed assets	13,153	13,364
Investments	100,252	100,741
TOTAL ASSETS	\$ 1,402,552	\$ 1,058,103
Liabilities		
Accounts payable and accrued liabilities	\$ 292,534	\$ 286,240
Deferred contribution revenue	787,642	527,304
TOTAL LIABILITIES	\$ 1,080,176	\$ 813,544
NET ASSETS	\$ 322,376	\$ 244,559
TOTAL LIABILITIES AND NET ASSETS	\$ 1,402,552	\$ 1,058,103
Revenue		
Supporter contributions	\$ 3,394,094	\$ 2,399,096
Other	140,350	112,143
TOTAL REVENUE	\$ 3,534,444	\$ 2,511,239
Expenses	¢ 7.450.007	¢ 2 F01 072
Program and operating expenses	\$ 3,456,627	\$ 2,501,932
TOTAL EXPENSES	\$ 3,456,627	\$ 2,501,932
EXCESS OF REVENUE OVER EXPENSES	\$ 77,817	\$ 9,307
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Financial History of Environmental Defence



Board of Directors

(April 1, 2009 to March 31, 2010)

Bob Davies, President Eric Stevenson, Treasurer Judy Pfeifer, Secretary

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Nick Rolfe, Project Coordinator, Blue Flag and Campaign

Lake Simcoe

Rebecca McNeil, Project Coordinator, Young Reporters

Sarah Lewis, Project Coordinator (until September 2009)

Claire Malcolmson, Project Coordinator, Campaign Lake Simcoe

Katy MacKinnon, Grants Manager (beginning May 2010) Gina Graham, Development Coordinator (beginning

August 2010)

Erica Wilson, Development Officer (parental leave)

Jodi Frye, Project Coordinator, Blue Flag and Young

Reporters (parental leave)

David Donnelly, Legal Counsel

BELOW: Environmental Defence Staff, August 2010.

Back row (from left to right): Erin Charter, Mary Ford, Katy MacKinnon, Rick Smith, Matt Price, Carlos White. Middle row: Alanna Scott, Louise Pilfold, Maryam Nassar, Claire Malcolmson, Janelle Witzel, Heather Harding, Mike Layton. Front row: Gina Graham, Janet Patterson, Gillian McEachern, Jennifer Foulds, Calista Arasaratnam, Sarah Winterton.



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