Payne Marine Challenge over Halfway there!

For immediate release.

July 15th…. The Georgian Bay Land Trust (the GBLT) announced today that over $13,000 has been raised in the Georgian Bay community to support the Payne Marine Challenge. Mark Payne initiated his challenge gift of $25,000 to raise $50,000 total for the GBLT to celebrate his family's 50 years in business. Money raised will support the GBLT Land Acquisition fund.

"We are thrilled that the community at large has embraced our fundraising campaign in recognition of our 50th anniversary with such enthusiasm!" says **Mark Payne**, owner of Payne Marine. "Being well over half way to our goal of raising at least fifty thousand dollars for the GBLT by mid-July is very exciting. We know that our customers feel as passionate about preserving Georgian Bay for future generations as we are, and this partnership demonstrates yet once again, that together, anything can be accomplished. Thank you, to everyone who has contributed and to those of you who are about to do so!"

The Georgian Bay Land Trust receives land mostly through donation. An average a gift of land will cost the GBLT an average of $20,000 in environmental assessments, appraisals, lawyers fees and other miscellaneous costs. The Payne Challenge will directly support these costs.

Peter Cooper, president of the GBLT has this to say, "The GBLT is very fortunate to have the long standing support of Payne Marine and the Georgian Bay community. The matching fundraising program is a terrific and creative way to help achieve our land protection objectives. We are already more than half way to meeting our goal of $50,000. Many thanks, to all of you."

The matching donation was set up to bring together the Georgian Bay community to preserve Georgian Bay for future generations of Canadians.

To learn more about how you can be part of this program or to learn more about the GBLT's efforts, please contact:
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ABOUT THE GEORGIAN BAY LAND TRUST
The Georgian Bay Land Trust is a not-for-profit registered charity whose goal is to protect the unique archipelago of the Eastern Shore and North Channel of Georgian Bay. Through the securement and ongoing stewardship of land that is of ecological, geological and historic importance, the GBLT preserves and promotes the appreciation of this special area. A grassroots, primarily volunteer-based organization, the Georgian Bay Land Trust is grateful to enjoy the support of the various communities that make up this unique area, which has been designated a World Biosphere Reserve by UNESCO.