



## THE PAYNE MARINE CHALLENGE IS A HUGE SUCCESS!

### For immediate release.

February 15 2012.... **The Georgian Bay Land Trust** (GBLT) announced today that over \$28,000 has been raised in the Georgian Bay community to support the Payne Marine Challenge, reaching a combined total of \$ 56,000 for the matching gift program. 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. Funds raised support the GBLT Land Acquisition fund.

Mark Payne, head of **Payne Marine**, spoke of his reasons for partnering with GBLT. He said, "The GBLT is special to me because my family came here with nothing in the 50's, when land and properties were generally affordable and available. Today, my family would have never been able to accomplish the same things with the current value and availability of land. That means that many people will never get to experience this 'heaven on earth' due to financial reasons; and I think that while being a reality of life, it is also very unfortunate. The GBLT provides an opportunity for anyone who rents a boat for a day to be able to see a Georgian Bay sunset, experience a shore picnic and a swim in the bay etc. They may never own land here, but, due to the efforts of GBLT, they can always have access to it for free."

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, lawyer's fees and other miscellaneous costs. The Payne Challenge will directly support these costs.

"We are just thrilled that the community at large has embraced our matching fundraising campaign in recognition of our 50<sup>th</sup> anniversary with such enthusiasm!" says **Mark Payne**, owner of Payne Marine. "Our marina has long known the great work that the GBLT does and it is our sincere pleasure to be able to support their work on an on-going basis. 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 to help us reach our goal!"

**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. This great partnership has been a tremendous success story and couldn't have been possible without the generous support of our growing network of committed supporters. Many thanks, to all of you."

**Steve Mason's** family has appreciated the nature, scenery and serenity of the Archipelago for the last 25 years. Contributing to the Payne Challenge has been a great way to give back with a big impact. "We are thankful for the efforts of the GBLT, Payne Marine and others in their active stewardship of this natural treasure so it can be enjoyed for years to come and we appreciated the opportunity to join them in contributing to the Payne Marine Challenge," says Steve Mason.

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 this program or 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.