

**05-13-10 PRESS ANNOUNCEMENT - IMMEDIATE**

## **LEMUR CONSERVATION FOUNDATION NAMED RECIPIENT OF NATURE'S PATH 2010 ENVIROKIDZ GIVING BACK AWARD**

### **Funds Will Support Lemur Dome Project at Myakka City Lemur Reserve**

The Lemur Conservation Foundation has announced it was named a recipient of Nature's Path Organic Foods' 2010 EnviroKidz Giving Back Award. The Giving Back Program donates money to non-profit organizations, such as LCF that support endangered species, habitat conservation and environmental education for kids. **This is the second Giving Back Award LCF has received.**

"Receiving the 2010 EnviroKidz Giving Back Award from Nature's Path will allow us to continue the work we are doing to save lemurs from extinction," said Michael Stern, Executive Director of the Lemur Conservation Foundation. "The EnviroKidz Dome Project will provide secure housing for free ranging lemurs in times of environmental stress, like hurricanes and the rare but severe freezes in southwest Florida, and other times the animals need to be confined. The domes will also help mark territorial boundaries for the different groups of lemurs living in the multi-acre forests. Housing the lemurs in such natural conditions is conducive to their physical and psychological well-being and also facilitates the non-invasive behavioral research conducted at the reserve. We so appreciate the award and the loyal Nature's Path customers who made it possible."

"It means so much to us to be able to support organizations like the Lemur Conservation Foundation that are actively working to preserve the environment," said Arran Stephens, President and Founder of Nature's Path Organic Foods. "The incredible customers who support our EnviroKidz line made it possible, and we are extremely grateful to them."

Nature's Path, North America's number one organic cereal manufacturer celebrated the 10 year anniversary of its EnviroKidz Giving Back Award last year. For more information go to [www.naturespath.com](http://www.naturespath.com)

### **About Lemur Conservation Foundation**

The Lemur Conservation Foundation is dedicated to the preservation and conservation of the primates of Madagascar through captive breeding, scientific research, education and reintroduction. The 100 acre Myakka City Lemur Reserve in eastern Manatee County currently has over 40 lemurs with a focus on 7 different species of this rare primate. The scientists and researchers who come to the reserve study the lemurs in a natural Florida habitat that, though not exactly the same, replicates in many ways what they might experience in the wild in Madagascar where rapid deforestation is the major threat to their continued existence. Besides its very successful captive breeding program, the Reserve provides the rare opportunity for students and

researchers to study free-ranging primates without traveling overseas. For more information about LCF's work go to [www.lemurrereserve.org](http://www.lemurrereserve.org)



### **About Nature's Path:**

Founded in 1985, Nature's Path Organic Foods is headquartered in Richmond, British Columbia and employs around 350 people at its four facilities in Canada and the United States. The privately held, family-owned company produces breakfast foods and snacks sold in specialty foods stores and retailers in 40 countries around the world. The company's innovative brands include Nature's Path®, Flax Plus, EnviroKidz®, Weil by Nature's Path TM, and Optimum®. Visit Nature's Path online at [www.naturespath.com](http://www.naturespath.com).

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