

Wake Up and Smell the Prairies!

Submitted by Michelle Clark, SK PCAP Manager

Plans are underway for the **14th Annual Native Prairie Appreciation Week (NPAW)**. Never heard of NPAW before? It is a weeklong celebration dedicated to increasing awareness and appreciation of native prairie within the province and is the **only** week in North America devoted to promoting native grasslands. Provincially declared as the third week in June since 1999 by the Saskatchewan Ministries of Agriculture and Environment, NPAW was also declared for the first time municipally in 2011 by the Cities of Moose Jaw, Regina, Saskatoon, Swift Current and Weyburn.

For NPAW 2012, SK PCAP will continue to increase the awareness of NPAW by targeting urban residents and students in Regina and across the province using the theme of “Wake Up and Smell the Prairies!” through the following initiatives:

1) Communications:

a) NPAW 2012 Poster & 20 Ways to Experience Native Prairie in SK Checklist

A poster and checklist will be distributed to partners, associates, R.M.s, libraries, provincial parks, museums, etc. to promote NPAW and encourage urban residents and students to get out and experience native prairie. Both items will also be available on the SK PCAP website (www.pcap-sk.org) for download.

b) Daily News Releases

Five news releases relating to native prairie and conservation activities, including announcing the 2012 The Environmental Stewardship (TESA) winners, will be distributed to Saskatchewan media and posted on the SK PCAP website.

c) Articles in Partner Newsletters (i.e. *AgriView*) and on the Tourism Saskatchewan and EcoFriendly websites

2) Promotion:

a) SK PCAP/NPAW 2012 Booths

Booths will be set up at local Farmer’s Markets, garden centers and at National Aboriginal Day in Regina, SK during the week of NPAW where complimentary SK PCAP partner materials and native seed packets will be handed out to promote NPAW and native prairie.

b) Partner Events/Workshops

Several partners hold events/workshops in conjunction with NPAW, with the longest running being the **Annual Society for Range Management – Prairie Parkland Chapter (SRM-PPC) Workshop & Tour**. Since 1999, this one to two-day event has been held to showcase a different location within Saskatchewan's Prairie Ecozone, and has engaged over 1,200 producers, ranchers, resource agency specialists, hunters, educators, students and naturalists.

This year’s tour will be held from **June 20-21, 2012** out of **Saskatoon, SK**. Wednesday (June 20) will consist of an optional half day starting in the afternoon that will include a technical tour, supper and SRM Annual General Meeting. Thursday (June 21) will consist of a **full day** of tours and activities including a lunch and supper with evening entertainment and networking opportunity.

A workshop itinerary, registration form and accommodation information can be found on the SK PCAP website (www.pcap-sk.org) under *Native Prairie Appreciation Week > 2012 SRM Workshop & Tour* or feel free to contact the SK PCAP office at (306) 352-0472 or pcap@sasktel.net.

For a list of 2012-2013 SK PCAP funders, please visit our website at www.pcap-sk.org.