



## SWF Media Release

*For Immediate Release: September 8, 2011*

### **Fun Outdoor Weekend Planned for Saskatchewan Women**

The Saskatchewan Wildlife Federation (SWF) is excited to be hosting the 2011 Saskatchewan Women's Outdoor Weekend (WOW). The two day action packed event begins 10 am Saturday, September 10<sup>th</sup> and runs through to 4 pm Sunday, September 11<sup>th</sup>. Over 30 women from across the province including Hudson Bay, Saskatoon, Regina, and Moosomin will be attending the WOW.

This year's WOW is taking place out at Lumsden Beach Camp which is situated along Last Mountain Lake and offers spectacular views of the water and surrounding hills. The number of women interested in outdoor activities continues to grow and the SWF is thrilled to offer programs to individuals interested in expanding their outdoor knowledge.

Activities will include archery, orienteering, wildlife and birdsong ID, and the how-to's of hiking. The weekend is open to beginners and experts and offers a comfortable setting to learn new activities. The 2<sup>nd</sup> Annual Iron Chef competition will also take place which involves a secret "wild" ingredient. The women are offered a variety of ingredients to cook with and the team with the tastiest dish wins.

"I am really looking forward to this weekend and being a part of an initiative that encourages women to be more active in the outdoors," said JeanAnne Prysliak, SWF Education Program Coordinator. "It should be a great weekend full of fun, hands-on activities."

As the name implies, Women's Outdoor Weekend is designed to remove the barriers that prevent women from taking up hunting, fishing and other outdoor pursuits. In Canada, women make up approximately 25 percent of resident adult anglers and 15 percent of hunters, and represent a significant opportunity to increase participation in traditional outdoor pursuits.

The Saskatchewan Wildlife Federation represents over 30,000 members in 120 communities across Saskatchewan and is, per capita, the largest wildlife conservation organization of its kind in the world.

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Media invited for interviews, photos & video and hospitality. Please contact me if you have any questions or will be joining us for a meal:

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