



Media Advisory: For Immediate Release

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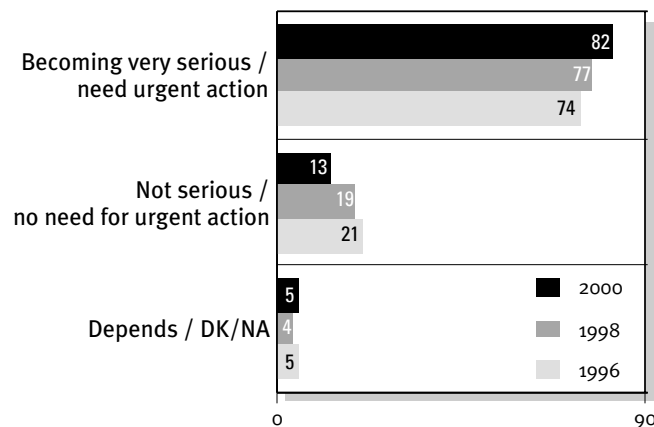
A GROWING MAJORITY OF CANADIANS WANT TOUGH LAWS NOW TO PROTECT WILDLIFE

An increasingly strong majority of Canadians say that stricter and better enforced laws are urgently required to stop the loss of biodiversity in this country.

A public survey carried out by Environics in April of this year asked Canadians whether species loss is becoming so serious that it requires urgent action or not. Eight in ten people (82%) say the problem is urgent. Only 13 percent of Canadians say that the loss of species is not important, and that proportion has been dropping significantly.

Urgency of Action on Biodiversity Loss

1996-2000

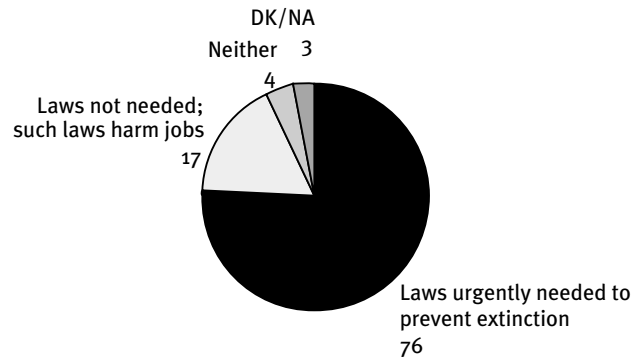


Large majorities in all regions and age groups think that species loss is an urgent issue, especially young people and Atlantic Canadians. The proportion of Canadians worried about the issue has grown steadily since 1996.

To prevent the extinction of animal species, three-quarters of Canadians say that stricter and better enforced laws are urgently needed. Fewer than one in five people think that such laws are undesirable because they would harm the livelihood of rural Canadians. People in Western Canada are less likely to agree with the need for legislation, but even there, strong majorities support tougher laws.

Views on Protection of Animal Species

2000



The findings suggest that biodiversity is such a concern among Canadians that it should be a central issue in future environmental agendas. Currently, Canada does not have federal legislation in place to protect the 353 wild species at risk.

The survey, conducted by Environics International as part of its regular monitoring of Canadians' views on environmental issues, was carried out by telephone between April 17 and May 2, 2000, using a random sample of 1,510 Canadian adults. Results are accurate to within ± 2.5 percent, 19 times out of 20.

For further information, please contact:

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