

# FOREST CAPITAL OF CANADA

What's Happening in 2025?



After embracing the title in 2024, the Mackenzie Region of Alberta is delighted to be crowned the Forest Capital of Canada (FCC) for the second year in a row by the Canadian Institute of Forestry/Institut forestier du Canada.

The moniker celebrates communities or regions

for their connection to the forest.

“Congratulations to the Mackenzie Region for being recognized as the Forest Capital of Canada for the second consecutive year,” said **Todd Loewen, Alberta Minister of Forestry and Parks**. “This title reflects the region’s connection to our

natural environment and its commitment to forestry education and responsible stewardship.”

The FCC Board has wasted no time getting the ball rolling on plans for FCC2025 initiatives.

Here’s a sneak peak on what to expect while celebrating the Forest Capital of Canada 2025.

## THE BORIS ADVENTURE CONTINUES



Boris in the Boreal Forest debuted last September in celebration of National Forest Week. At which time, 5,500 “Boris-in-a-Bag” packages of branded colouring pages, crayons, stickers and local facts were distributed for the Mackenzie Region’s school-aged children.

The grand debut of Boris’ online, interactive adventure took place on October 9 at the Alberta Forest Product Association’s AGM.

Expect to see more of Boris in 2025 as the Winter Edition of his adventure launches later this year.

“Looking to the future, we’d like to see the Boris brand become an integral part of our region,” said Lisa Wardley, FCC Co-Chair. “In the meantime, we have a lot more to come. We’re planning more Boris adventures and more education opportunities to share with Alberta and the rest of Canada.”



Have you checked out the original adventure yet?



Be there February 22!

## EVENT SPONSORSHIPS



To kick off a year of amazing events and collaboration, FCC2025 will be the snow carving sponsor at the 10<sup>th</sup> Annual Frostival in the Town of High Level. The details are currently under wraps, but you’ll want to be in attendance when the fun is revealed at this local event.

Speaking of Frostival, the FCC Board plans to recruit a Mackenzie Region student to host Boris as he makes his way around the Frostival grounds.

Stay tuned to experience this flagship event with Boris on the next leg of his adventure.

More community event sponsorships will be announced as the year progresses.

## GET INVOLVED!

Are you passionate about our corner of the boreal and excited about celebrating working, living and playing in our forests?

Join the Forest Capital of Canada 2025 Board or become an FCC2025 volunteer.

Email [info@fcc2024.com](mailto:info@fcc2024.com) or text Lisa at 780-841-5799 and let the FCC Board know why you’re interested in joining.

The FCC2024-2025 Board would like to acknowledge the generous support of the following sponsors.

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