

## MSA Campaign 60 – Leadership

### Frank McKenna – Deputy Chair, TD Bank Group

Since the beginning of time, the nature of our environment on earth has primarily been characterized by its waterways – glaciers, oceans and major rivers. The earth has been identified by the creatures that have inhabited it – fish in the rivers, beasts in the forests and birds in the air.

As we seek to trace our environmental heritage and to find security for our environmental future, there are some uniquely rare creatures that have endured as long as our memories can recall, and none is more symbolic of the quality of our lives and the health of our rivers than is the wild Atlantic salmon which has existed seemingly forever in the Miramichi watershed of New Brunswick.

On their own, the river and the salmon are uniquely special but taken together as the Miramichi Salmon, they present a single image of two natural treasures that are world renowned. As with all such cherished resources, each one of us bears responsibility to pass them on to future generations in as good or better condition as we found them. For example, perhaps one of our near term goals should be to rebuild returns to the Miramichi of almost 200,000 salmon and grilse, a level last achieved in 1992 but only that once in more than 40 years.

As a native New Brunswicker, I have both a personal and professional understanding and respect for the irreplaceable value of the Miramichi Salmon to the environmental, cultural and socio-economic fabric of the entire Province, the Atlantic Region and Canada as a whole. That is why I personally support the vision and the mission of the Miramichi Salmon Association, and its MSA Campaign 60, which will strive to perpetuate conservation of the Miramichi Salmon not just for our generation, but for all future generations to come. The Miramichi Forever Funds will raise the standards for environmental preservation to an inspiring new level through implementation of the conservation actions set out in MSA's long term vision for the future of the Miramichi Salmon.

I encourage you, indeed urge you, to support MSA Campaign 60 in the most meaningful way that you can.

With sincere appreciation,

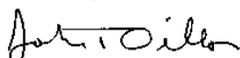


Honorary Campaign Chairman



*From its beginning, one of the distinctive dimensions of the MSA has been the close international relationships which exist among its members and supporters from both Canada and the United States, all who share a deep appreciation and respect for the natural virtues of the Miramichi Salmon.*

*The lasting MSA bonds which have been formed between residents of both nations through the common cause of conservation go far to exemplify the reality that our environmental world is truly without boundaries, and its ultimate salvation will depend upon our ability to work together as citizens of one planet in protecting against degradation, while nurturing conservation and sustainability.*



John Dillon,  
Campaign Director, USA



J.W. Bud Bird  
Campaign Director, Canada