



Media Advisory For immediate release

Mary Majka and Mary's Point win the 2010 Phoenix Award for Preservation and Conservation

(Fredericton, NB) We at Goose Lane Editions are proud to announce that Mary's Point Shorebird Sanctuary has been awarded the 2010 Phoenix Award from the Society of American Travel Writers (SATW) at their annual convention in Saxony, Germany.

The SATW has long sought to recognize conservation, preservation, beautification and anti-pollution accomplishments as they relate to travel. The Phoenix Award was created in 1969 to better celebrate the conservation and preservation efforts of both individuals and organizations. Mary Majka's tireless efforts to create and maintain the Mary's Point Shorebird Review have not gone unrecognized this year, first with the release of her official biography *Sanctuary: The Story of Naturalist Mary Majka* (Goose Lane Editions, 2010), and now with the bestowing of this prestigious honour.

Mary's Point Shorebird Reserve (at 419 Mary's Point Road, Harvey) is one of the major stop-over points for two to three million shorebirds on their southerly migration each year. The Reserve was created specifically to protect these migrating shorebirds during their lengthy journey that starts in the Arctic and ends in South America.

Mary Majka, a Polish-Canadian immigrant, survived personal tragedy and incarceration at a forced labour camp during World War II to become a pioneer in Canada's environmental movement, an advocate for the protection of wildlife, and a proponent for heritage preservation. She hosted the children's TV show 'Have You Seen?', started the first children's nature centre in a national park, and fought to create the internationally acclaimed Mary's Point Western Hemispheric Shorebird Reserve on the Bay of Fundy. Mary was also the recipient of the Minister's Award for Tourism Excellence in 2007, and was awarded a Tourism Industry Association of Canada (TIAC) National Award for Tourism Excellence (volunteer category) in 2006.

Mary is justifiably proud of this new recognition. "After putting a lot of work into making it an internationally known and treasured nature reserve," she says, "I hope that it will continue to be looked after by the Canadian Wildlife Service with care and respect!"

Mary Majka's life is one well deserving of celebration. We at Goose Lane would like to personally congratulate Mary for this international recognition of her legacy.

TOUR INFORMATION

Mary Majka, along with her official biographer **Deborah Carr**, will be touring New Brunswick in support of her newly released biography *Sanctuary: The Story of Naturalist Mary Majka*. Mary and Deborah can be seen at the following venues:

Saturday, October 23, 2010 – 2 pm

Fredericton Public Library
12 Carleton Street, Fredericton, NB

Thursday, November 4, 2010 – Noon

Saint John Public Library, Central Branch

1 Market Square, Saint John, NB

Tuesday, November 23, 2010 – 6:45 pm

Riverview Public Library

34 Honour House Court, Riverview, NB

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CONTACT INFORMATION

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High-res book cover and author image files are available at www.gooselane.com.