

OTTAWA, Sept. 11, 2013 /CNW/ -

Dear Traffic Manager,

This is an open letter asking all stations to play our special PSA presenting the "**Canada's favorite wildlife**"

video contest in honour of the Hinterland Who's Who 50

th

Anniversary celebrations.

It all started in 1963, with black-and-white vignettes about the loon, the moose, the gannet and the beaver... For the past 50 years, Hinterland Who's Who has proudly been bringing Canada's iconic wildlife directly into the public's homes.

Your station can be part of the HWW 50<sup>th</sup> celebrations by playing the "**Canada's Favourite Wildlife**"

contest PSA until

December 31

st

2013. Now, it's the public's turn to inform us about their favourite species or ecosystem! The winner will win a whale-watching adventure trip for two!

You can find this video at the following FTP site:FTP Address: [cwf-ftp.org](http://cwf-ftp.org) Username: cwfhwwPassword: HWWaccess32!

## Canada's Favorite Wildlife

Written by Australian Business

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TC Number for the English video: **C4DGK7WJ-0514/P/G/HD** (valid until 12/31/2013) For more information about the contest, please visit <http://www.hww.ca/en/about-us/50th/contest.html>

As always, thank you for continuing to air HWW spots. Through your support for wildlife, a whole new generation of Canadians is becoming informed, inspired and involved in preserving our natural heritage. If you have any questions or need additional information about Hinterland Who's Who, please feel free to contact me at 613-599-9594, ext. 228, or [anniel@cwf-fcf.org](mailto:anniel@cwf-fcf.org).

Sincerely,

(signed)

Annie Langlois  
Hinterland Who's Who Program Coordinator  
Canadian Wildlife Federation  
Registered Charity #106868755RR0001

SOURCE Hinterland Who's Who