



On July 23, the Forest Resource Improvement Association of Alberta (FRIAA) and the Friends of Royal Alberta Museum Society announced an exciting new partnership that will support environmental education throughout the next decade.

FRIAA has invested \$1.25 million, through the Friends of Royal Alberta Museum Society, to enrich the Wild Alberta Gallery at the Museum, allowing us to develop new interpretive elements that will help Albertans better understand our forests, the issues they face and how industry, researchers and government are working to ensure a healthy future for our forests. Their generous gift will also help create and sustain new programs in the Gallery through 2017.

“This leadership gift is an endorsement of the value Albertans place on the Royal Alberta Museum and its exhibits,” said Godfrey Huybregts, President of the Friends of Royal Alberta Museum Society. “The Society is pleased to facilitate this important sponsorship.”

The announcement was made during a special event at the Museum. A number of dignitaries were in attendance to herald this substantial gift, including the Honourable Hector Goudreau, Minister of Tourism, Parks, Recreation and Culture.

FRIAA was established in 1997 to promote and initiate projects that enhance Alberta’s forest resources. Its sponsorship gift was made in celebration of the Association’s 10th anniversary and is an expression of FRIAA’s commitment to the promotion of responsible environmental stewardship.

“FRIAA is pleased to support the Royal Alberta Museum as a way for us to reach out to the public with information about managing Alberta’s forest resources. This partnership is a wonderful opportunity for FRIAA and the Museum to serve all Albertans,” said Trevor Wakelin, President of FRIAA.

