PRESS RELEASE   For immediate release

PETER MCAUSLAN JOINS APPALACHIAN CORRIDOR'S BOARD OF DIRECTORS

Eastman, QC (April 28, 2022) – Appalachian Corridor's board of directors is proud to announce the appointment of Mr. Peter McAuslan as treasurer of the organization.

Mr. McAuslan is a seasoned entrepreneur highly respected in the business community. In 1988, he founded the McAuslan Brewery with his wife, Ellen Bousnall. He served as the company's CEO until his retirement in May 2013.

"Peter's experience in the business world and his personal involvement in the conservation movement in the region are major assets to our board," says Marie-José Auclair, president of the board for Appalachian Corridor. "As we celebrate our 20th anniversary, and in light of the current worrying ecological context, we are highly motivated to equip the organization with all the resources it needs to continue to reach its ambitious targets of protecting the territory in perpetuity for many decades to come," adds the biologist who has been involved with the organization since 2003.

Mr. McAuslan graduated from Sir George Williams University with a Bachelor of Arts degree in 1972. He has also served on several boards of the Quebec Microbrewers Association, the Brewers Association of Canada, and the Association of Brewers of the United States. He is the author of the recently published book "Brewing Better Beer, The story of St-Ambroise and the birth of Quebec craft brewing".

Born in Montreal in the Lachine district, Mr. McAuslan is a long-time resident of the municipality of Sutton. A passionate lover of nature and the precious natural environments that surround him, Mr. McAuslan has long cherished an interest in conservation, having been involved with the [Mount Echo Conservation Association (ACME)](#) as a member and having played an active role in the preservation of a Frelighsburg experimental farm for apple growing.

"I am proud to join such a dynamic organization, composed of a powerful team of professionals and volunteers, all fully committed to the conservation of the riches that nature has given us," shares Mr. McAuslan. "At this critical time, I can't think of a regional organization that plays a more crucial role in protecting our environment, now and in the future."

Mr. McAuslan joins a board of directors that includes Marie-José Auclair as president, Luc Dumouchel as vice-president, Louise Gratton as secretary, Michel Boivin and Michel Bélanger as directors, and Marie-Claire Planet and Françoise Bricault as affiliate delegates for the western and eastern parts of the territory, respectively.

Since its founding in 2022, Appalachian Corridor has helped protect over 15,500 hectares of privately owned natural areas in perpetuity in collaboration with its conservation partners in the Appalachian Mountains of southern Quebec. The team plans to continue this momentum with an ambitious target of

protecting a minimum of 500 hectares of new natural areas per year for the coming years through land donations and property acquisitions.

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ABOUT

Appalachian Corridor
Appalachian Corridor is a non-profit conservation organization created in 2002, whose mission is to protect the natural environments of the Appalachian region of southern Quebec. Through the implementation of its transboundary conservation strategy, Appalachian Corridor provides local communities with the means to maintain and restore a living environment that respects the ecology of the region, from a sustainable development perspective. 17 local organizations are affiliated members of Appalachian Corridor. The extent of the areas protected by Appalachian Corridor and its partners in the region is now more than 15,500 hectares or the equivalent of the area of the city of Granby. www.corridorappalachien.ca

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