



**FOR IMMEDIATE RELEASE: November 2, 2009**

**NEW AFFINITY PARTNER TO BENEFIT BC WILDLIFE FEDERATION MEMBERS ONLY!**

**Vancouver, BC** - BC Wildlife Federation is pleased to welcome a new partner, Imagewear - a division of Mark's Work Wearhouse, as the newest member of its Affinity Program. This partnership provides member discounts on clothing and merchandise at Marks Work Wearhouse while building a foundation of sales in BC to eventually see a percentage of member sales go directly to BC Wildlife Federation to support our important work.

According to Patti MacAhonic, BCWF Executive Director, this partnership with Mark's Work Wearhouse is another example of how BC Wildlife Federation is able to provide increased value and savings to its 35,000 + members across the province.

"We have an extensive number of affiliated partnerships which not only offer a variety of discounted services and products to our members, but many which also result in financial rewards directly back to BC Wildlife Federation," states Ms. MacAhonic. "We are always looking to find new reward programs that can deliver greater benefits to our membership, and we are proud to be aligned with Mark's Work Wearhouse."

All BCWF members will receive an Imagewear Pay-As-You-Go-Account-Card to use at any Mark's Work Wearhouse location for savings of 10% off regular retail prices on selected merchandise

Members can use their card at any Mark's Work Wearhouse location to begin saving while supporting the work of BC Wildlife Federation. Go to [www.marks.com](http://www.marks.com) to find the store nearest you, and check out other great reward benefits of membership with BC Wildlife Federation at [www.bcdf.bc.ca](http://www.bcdf.bc.ca).

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For further information contact Patti MacAhonic, Executive Director of the BCWF at 604-291-9990 extension 230 or at [patti@bcwf.bc.ca](mailto:patti@bcwf.bc.ca).

**The BCWF is a province-wide voluntary conservation organization representing over 35,000 British Columbian members whose aims are to protect, enhance and promote the wise use of the environment for the benefit of present and future generations.**

**The B.C. Wildlife Federation was incorporated under the B.C. Societies Act in 1951 and it became a registered charity in 1969. The Federation is British Columbia's largest and oldest conservation organization.**