

# Press Release



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## **CEMA Launches Local Videos on YouTube**

**Fort McMurray, Alberta** – The Cumulative Environmental Management Association (CEMA) has launched a series of new videos on its YouTube channel CEMAonline. The videos include: Athabasca Water Withdrawals, The Air We Breathe, Traditional Environmental Knowledge Mentoring Program, CEMA Advancing Research and profiles of local Aboriginal Elders and Environmental leaders.

“These videos showcase the importance of our recommendations and provide an up-close look at the important players sitting at the CEMA the table, especially the Aboriginal Elders.” stated Glen Semenchuk, CEMA Executive Director. “YouTube is an important communications tool to reach a new and ever growing element of our society. These videos are a natural fit for CEMA to continue its ongoing community outreach to residents of the Regional Municipality of Wood Buffalo.”

CEMA is a multi-stakeholder society that is a key advisor to the provincial and federal governments committed to respectful, inclusive dialogue to make recommendations to manage the cumulative environmental effects of regional development on air, land, water and biodiversity.

For more information please visit [www.cemaonline.ca](http://www.cemaonline.ca) or visit [www.youtube.com/CEMAonline](http://www.youtube.com/CEMAonline) .

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