



Just So You Know...there's a lot to learn about nature in Edmonton

City releases first of four educational videos

March 31, 2017

Edmontonians of all ages are encouraged to learn more about the living, breathing creatures that make our city's ecosystem so special. The City of Edmonton is launching Just So You Know (JSYK), an educational initiative that includes a video series, colouring sheets, trivia quizzes and 'ask the expert' sessions on Twitter. about the living, breathing creatures that make our city's ecosystem so special. The City of Edmonton is launching Just So You Know (JSYK), an educational initiative that includes a video series, colouring sheets, trivia quizzes and 'ask the expert' sessions on Twitter.



The first of four videos provides a crash course on the most common types of [urban wildlife](#) and emphasizes the importance of keeping these animals wild. Citizens can watch for new JSYK videos in the coming weeks to discover fun facts about insects and arachnids, the urban forest, and Edmonton's Mosquito Control Program. The videos focus on how various species contribute to a healthy and diverse ecosystem, and raise awareness around the roles and responsibilities of the City's Wildlife and Pest Management teams.

"We think Edmontonians might be interested in all the fascinating species we get to work with," said Ron Gabruck, Director of the City's Animal Care & Control Centre. "Our hope is that this campaign resonates with people, especially youth, and gets them looking more closely at the natural world that exists in this amazing City we — and all our wild friends — call home."

The videos will be released through the City of Edmonton's [Twitter](#) and [Facebook](#) accounts. Edmontonians are encouraged to engage with the campaign by checking out additional resources on the Just So You Know [web page](#) and tweeting with #JSYK.

For more information:

edmonton.ca/justsoyouknow

Media contact:

[Alison Burns](#)
Communications Advisor
Community Standards
780.944.7528

3rd Floor, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB
T5J 2R7
www.edmonton.ca
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