

Josée Auclair and Richard Weber

Arctic Watch

363 Pritchard Road

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May 27, 2013

Dear Josée and Richard,

I wanted to let you know that we would be very pleased participate in the Beluga Cam project for the upcoming 2013 season, should it go forward. It's a great opportunity to showcase the spectacular Arctic wildlife phenomenon that so few people get a chance to see in person. Having a live video connection to the Arctic in the museum and on our web site, nature.ca, gives our visitors a special and uniquely Canadian experience.

As you know, in the summer of 2012, the Canadian Museum of Nature featured recorded video of beluga whales provided by Arctic Watch, in anticipation of the live video feed. The video, featuring captivating images of beluga whales as the congregated in Cunningham Inlet, Nunavut, appeared on several large screens in the RGB Blue Water Gallery at the Victoria Memorial Museum Building in Ottawa, Canada.

Over the summer, an estimated 91,000 regional, national and international visitors had the opportunity to experience the beluga whales via the video and to gain appreciation for the landscape and wildlife of Nunavut. Visitor response to the video and idea of Beluga Cam was very positive according to staff observations and visitor comments.

During the same period, we also posted the recorded video to our web site, nature.ca, where we received more than 2,800 page views. We also featured the stunning photos of the belugas and Cunningham inlet, updates about the status of the Beluga Cam installation and the recorded video of the whales on our Blog and our Facebook page. The blog post received about 300 page views, while the 10 separate Facebook posts were seen by an estimated total of 14,800 people.

Should the Beluga Cam be available in 2013, we would be pleased to feature it in our gallery, on our web site and in our Social Media channels. It's a wonderful resource and we look forward to sharing the incredible sight of the many hundreds of beluga whales in Cunningham Inlet, Nunavut, with our visitors.



Sincerely,
Anne Botman
Head, Web and Digital Initiatives