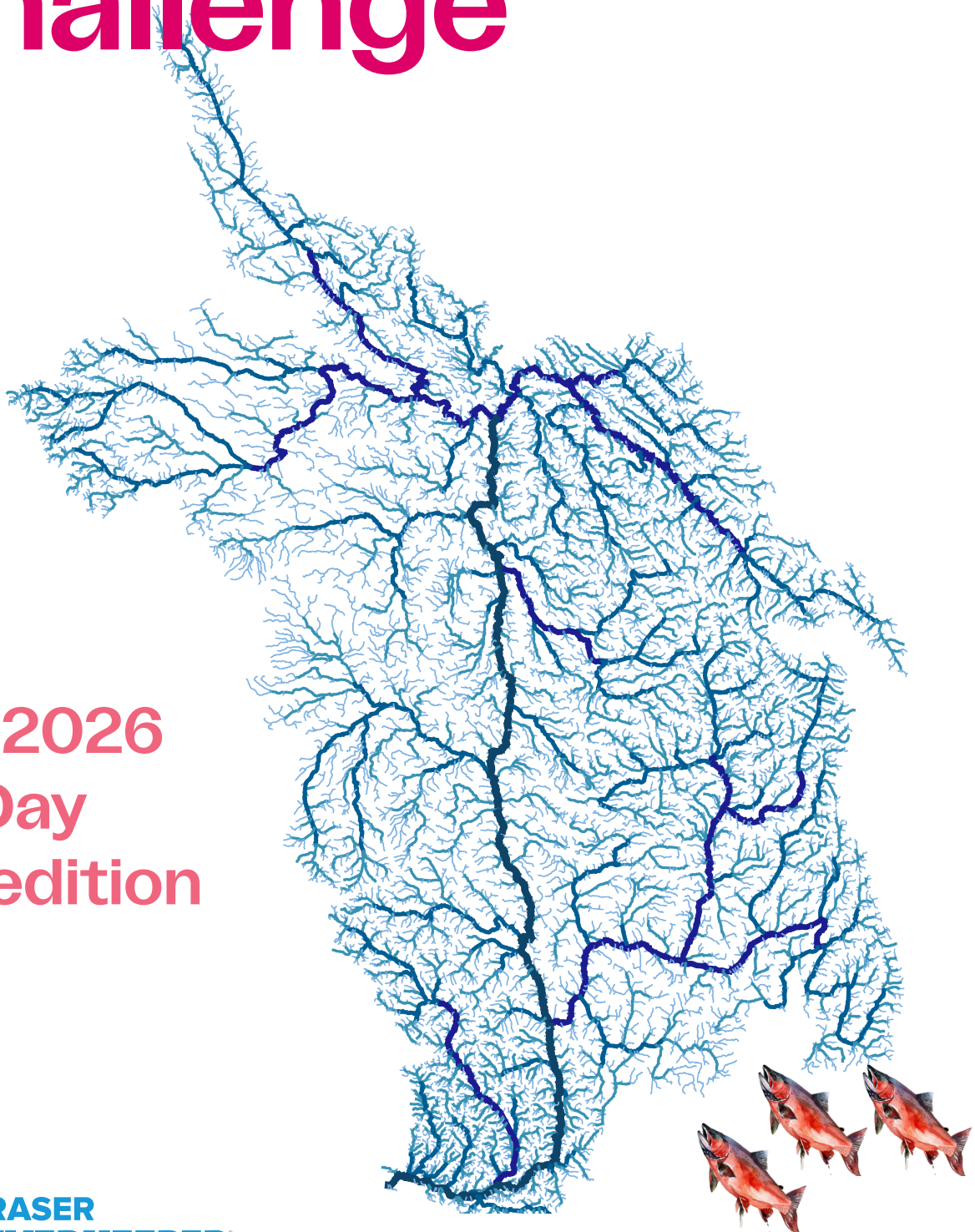


The Fraser River Challenge

The 2026
30 Day
Expedition



**FRASER
RIVERKEEPER**
A Swim Drink Fish Initiative



From August 7 to September 5, 2026, four women will undertake a bold 1,400-kilometre relay swim down the Fraser River — recreating the legendary swims Fin Donnelly completed in 1995 and 2000. These swims helped awaken Canada to the Fraser's importance.

Now, thirty years later, Fin returns to lead a new generation—this time not in the river, but guiding a team of swimmers, a solo walker, and paddlers united by one mission:
to protect 30% of the Fraser Watershed by 2030.

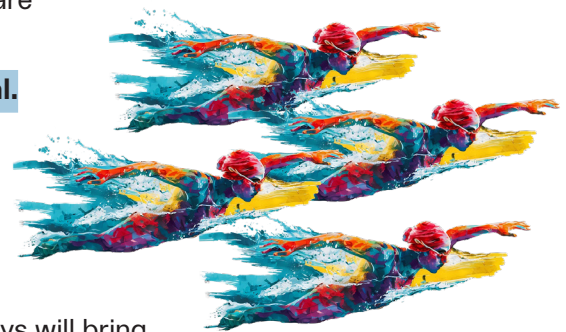
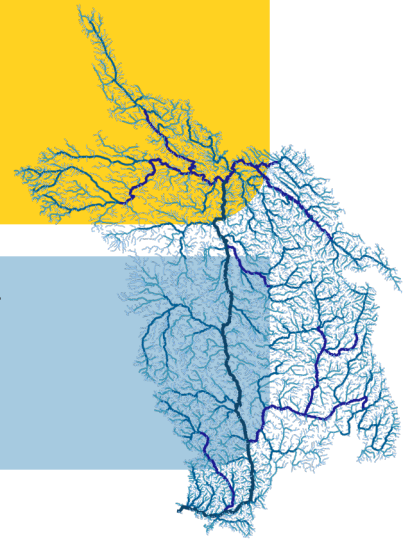
The Fraser is one of the world's great wild salmon rivers, the cultural and ecological backbone for dozens of First Nations, and the rivershed that supports three-quarters of BC's population. Its health is at a crossroads. Habitat fragmentation, industrial pressures, and climate impacts are pushing salmon, communities, and ecosystems to their limits.

Protecting 30% by 2030 is no longer optional—it is essential.

A Modern Expedition Inspired by a Legacy

Over 30 days, the Swim Relay, Rivershed Walk, and Canoe Journeys will bring the Fraser to life in a way the public can see, feel, and join:

- The **Swim Relay**, a 1,400 km relay down the Fraser River. The team includes four core swimmers—Isabelle Côté, Michelle Connolly, and Naomi Devine—joined by a rotating fourth swimmer: an Indigenous swimmer from Nations along the Fraser, stepping into the core team through different legs of the journey.
- The **Rivershed Walk**, completed by marathon solo walker Justin Smith, will connect up and downriver communities, gathering stories from residents, knowledge keepers, youth, guardians, and leaders.
- The **Canoe and Raft Journeys** will bring First Nations, organizations, businesses, and community paddlers onto the river, offering powerful on-the-water engagement and sponsorship opportunities.



A Campaign that Moves With the River

Together, these journeys will:

- **Engage communities** from the headwaters at Mt. Robson to the Salish Sea through riverside events, and storytelling.
- **Centre Indigenous leadership and stewardship**, elevating IPCAs and Indigenous-led conservation already underway across the rivershed.
- **Grow the Fraser Rivershed Declaration** to thousands of new signatories, building a powerful public mandate for 30x30.
- **Amplify local and global urgency** around salmon declines, rivershed fragmentation, and the need for permanent protections.
- **Demonstrate the true scale of the Fraser**, translating a vast, complex system into a human journey people can understand—and support.



A Once-in-a-Generation Opportunity

The 2026 Fraser River Challenge is more than an expedition. It is the spark for a movement—one capable of uniting communities, governments, First Nations, funders, and the public around the protection of one of North America's most important riversheds.



By supporting the Fraser River Challenge, funders will help launch a story-driven, Indigenous-centered, rivershed-wide effort to secure lasting protections by 2030—and safeguard the Fraser for generations to come.

