



# The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

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For Immediate Release

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## CONSERVATION ALLIANCE AD AUCTION RAISES \$83,827

*Proceeds from online auction of ad space in leading publications goes into grant fund*

**Bend, Ore., October 26, 2011** – The Conservation Alliance’s fifth annual Ads for the Earth Auction, an online sale of advertising space, raised \$83,827 last week. The auction consisted of ad space donated by Backcountry, Backpacker, Climbing, Kronicle, Men’s Journal, Outdoor Adventure Media, Outside, Sierra, Telemark Skier, and Urban Climber magazines. All proceeds from the auction will go into The Conservation Alliance’s grant fund to support efforts to protect wild places throughout North America.

“Thanks to these titles and the winning bidders, we will be able to fund more conservation work in 2012,” said John Sterling, Conservation Alliance Executive Director. “This event is a win for conservation, a win for our members, and a win for the publications.”

The Ads for the Earth Auction has now raised more than \$600,000 for The Conservation Alliance over the past five years, making it an important revenue stream for the organization’s grant fund.

The Conservation Alliance acknowledges the following people and publications for donating ad space and for helping plan the auction:

Scott Parmelee, *Outside*  
Michael Wolfe, *Men’s Journal*  
Kent Ebersole, Charina Lumley and Andrea Schwartz Neukom, *Backpacker, Climbing, Urban Climber*  
Kristi Rummel, *Sierra*

*(more)*

Justin Reyher, *Backcountry, Kronicle, Telemark Skier*  
Martha Evans, *Outdoor Adventure Media*

**About the Conservation Alliance:**

*The Conservation Alliance is an organization of outdoor businesses whose collective contributions support grassroots environmental organizations and their efforts to protect wild places where outdoor enthusiasts recreate. Alliance funds have played a key role in protecting rivers, trails, wildlands and climbing areas.*

*Membership in the Alliance is open to companies representing all aspects of the outdoor industry, including manufacturers, retailers, publishers, mills and sales representatives. The result is a diverse group of businesses whose livelihood depends on protecting our natural environment.*

*Since its inception in 1989, the Alliance has contributed more than \$9.8 million to grassroots environmental groups. Alliance funding has helped save over 50 million acres of wildlands; 29 dams have either been stopped or removed; and the group helped preserve access to more than 17,000 miles of waterways and several climbing areas.*

*For complete information on the Conservation Alliance, see [www.conservationalliance.com](http://www.conservationalliance.com).*