



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

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Photographer Florian Schulz To Speak At Conservation Alliance Breakfast

Renowned Photographer Will Present To the Arctic About His Adventures Among the Wildlife of the Arctic

Bend, Ore., November 2, 2011 – The Conservation Alliance Breakfast at the January 2012 Outdoor Retailer Winter Market will feature guest speaker Florian Schulz, a renowned wildlife photographer whose multi-media presentation *To the Arctic* offers a stunning look at the Arctic National Wildlife Refuge. The breakfast, which is open to the public, is Friday, January 20, 7:00-8:50 AM at The Marriott in Salt Lake City.

Schulz is a conservation photographer and advocate for the preservation of wild habitat. A native of Germany, Schulz spends eight to ten months a year in the field, studying wildlife behavior and interaction. His photographs have appeared in international publications, including *National Geographic*, *BBC Wildlife*, and *GEO*. The youngest founding member of the International League of Conservation Photographers, Schulz has won numerous photography awards, including Environmental Photographer of the Year, Conservation Photographer of the Year, and multiple awards in the BBC Wildlife Photographer of the Year competition.

“Florian’s photos of the Arctic and its wildlife bring this embattled place to life,” said John Sterling, Executive Director of The Conservation Alliance. “His presentations have enthralled audiences worldwide, and we expect the same in January.”

Schulz’s presentation is based on his new book, also titled *To the Arctic*, published by Braided River. The book will serve as the printed companion to a new IMAX film *To the Arctic 3D*, to be released in 2012 by MacGillivray Freeman

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Films. The IMAX film and Schulz's book come out at a time when the Arctic is under increasing pressure by oil development. At the same time, conservationists are imploring President Obama to use his executive authority to finally protect the Arctic Refuge from oil drilling.

"This is a pivotal time for America's Arctic," said Sterling. "We're lucky that a storyteller like Florian is coming all the way from Germany to share his images of the Arctic with us."

In addition to Schulz's talk, The Conservation Alliance Breakfast will feature a review of the grants the organization made in October 2011, and a look ahead to the coming year. The Conservation Alliance Breakfast is open to the public.

For complete information, see:

<http://www.conservationalliance.com/UserFiles/File/Winter%20OR%202012/W12breakfastSTD.pdf>.

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 51 million acres of wildlands; 31 dams have either been stopped or removed; and the group helped preserve access to more than 17,700 miles of waterways and 11 climbing areas.

For complete information on the Conservation Alliance, see

www.conservationalliance.com.