



# The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

October 14, 2011

For Immediate Release

**Contact:** John Sterling  
541-389-2424

[john@conservationalliance.com](mailto:john@conservationalliance.com)

Kristin Carpenter-Ogden  
970-259-3555

[kco@verdepr.com](mailto:kco@verdepr.com)

## Conservation Alliance Contributes \$550,000 in Grants to 18 Organizations

*Total Grants in 2011 Exceed \$1 Million*

**Bend, Ore., October 14, 2011** – The Conservation Alliance sent grants totaling \$550,000 to 18 organizations working to protect wild places throughout North America. The donations marked the Alliance’s second funding disbursement for 2011, and brought the year’s funding total to \$1.05 million. Since the organization’s founding in 1989, the Alliance has contributed more than \$9.8 million.

By a vote of the group’s member companies, The Conservation Alliance made donations to 18 grassroots conservation organizations as follows:

Organization	Location	Grant Amount
Alaska Wilderness League	<i>Washington, DC</i>	\$35,000
American Rivers	<i>Seattle, WA</i>	\$20,000
Appalachian Mountain Club	<i>Boston, MA</i>	\$25,000
Audubon Alaska	<i>Anchorage, AK</i>	\$35,000
Canadian Parks and Wilderness Society	<i>Whitehorse, Yukon</i>	\$35,000
Colorado Environmental Coalition	<i>Denver, CO</i>	\$35,000
Downeast Lakes Land Trust	<i>Grand Stream, ME</i>	\$35,000
Friends of the River	<i>Sacramento, CA</i>	\$25,000
Idaho Conservation League	<i>Boise, ID</i>	\$30,000
International Mountain Bicycling Association	<i>Boulder, CO</i>	\$20,000
Klamath-Siskiyou Wildlands Center	<i>Ashland, OR</i>	\$30,000
Oregon Natural Desert Association	<i>Bend, OR</i>	\$35,000
Raincoast Conservation Foundation	<i>Sidney, BC</i>	\$30,000
Skeena Watershed Conservation Coalition	<i>Hazelton, BC</i>	\$30,000
Surfrider Foundation	<i>San Clemente, CA</i>	\$35,000
The Nature Conservancy, New Hampshire	<i>Concord, NH</i>	\$30,000
Wilderness Support Center	<i>Durango, CO</i>	\$35,000
Winter Wildlands Alliance	<i>Boise, ID</i>	\$30,000
<b>Total</b>		<b>\$550,000</b>

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“By contributing more than \$1 million in a single year, The Conservation Alliance has reached a huge milestone,” said Executive Director John Sterling. “Our member companies recognize that the outdoor industry has a responsibility to help protect the lands and waterways that are so important to their customers.”

This round of grant recipients reflects the geographic distribution of Conservation Alliance members. Conservation Alliance funds will support efforts to: secure new wilderness designations in Washington, Colorado, Oregon, California and Idaho; acquire wildlands in Maine, California, and New Hampshire; protect wild rivers in Canada, Washington and California; and win strict regulations on snowmobile use in Yellowstone National Park.

Each project was first nominated for funding by a Conservation Alliance member company.

“Our members care deeply about the wildlands in their backyards,” said Sterling. “We’re proud that our funding program gives them the ability to contribute real dollars to protecting those places.”

For a complete overview of each grant see:

<http://www.conservationalliance.com/UserFiles/File/S11%20Funding%20Cycle/S11GrantAnnouncementAll%281%29.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 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).*