



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

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For Immediate Release

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Conservation Alliance to Hold Grant Review Presentation at Outdoor Retailer

Session Will Help Members Learn More About Potential Grantees

Bend, Ore., January 11, 2012 – The Conservation Alliance will hold a one-hour seminar at the upcoming Outdoor Retailer trade show to provide members with detailed information about the projects under review for the organization's Winter 2012 funding cycle. The grant review session is on Friday, January 20, 9-10 AM at The Marriott, Salons F-I, immediately following The Conservation Alliance Breakfast.

Conservation Alliance member companies vote to determine which organizations should receive funding from the Alliance. For the Winter 2012 cycle, the Alliance has allocated \$600,000 in grant funding, and 25 organizations will be included on the final ballot.

"As we did at the last OR Show, we are offering our members the opportunity to learn more about the groups on the ballot, and ask questions of staff," said John Sterling, Conservation Alliance Executive Director. "We hope this session helps our members make more informed choices when deciding which organizations should receive our fund."

During the session, Sterling will deliver a slide presentation about each of the projects included on the ballot, and open the room to questions about any of the projects. The Conservation Alliance board conceived this educational session with hopes of increasing member participation in the voting process.

"We plan to contribute \$1.3 million this year," said Sterling. "We want our members to make solid decisions on where we send those funds."

Conservation Alliance staff will send the ballot to members immediately after the OR Show. Groups included on the ballot are:

American Whitewater
Arizona Wilderness Coalition
California Wilderness Coalition

Carolina Mountain Land Conservancy
Central Oregon Landwatch
Conservation Resource Alliance

Earthjustice
Ecology Action Centre
Foothills Water Network
Forest Ethics
Los Padres ForestWatch
Montana Wilderness Association
New Mexico Wilderness Alliance
New York-New Jersey Trail Conference
Niparaja
Rivers Without Borders

San Luis Valley Ecosystem Council
Sierra Club of BC
Trout Unlimited - Alaska
Trust for Public Land
Vermont Land Trust
West Virginia Wilderness Coalition
Wild Salmon Center
Wyoming Outdoor Council
Yellowstone to Yukon Conservation Initiative

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 50.5 million acres of wildlands; 28 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.