

## Another Conservation Victory!



We are pleased to announce that recent grantee CRAG-Vermont has completed the acquisition of Upper West Bolton cliff, a popular climbing crag near Burlington, Vermont. The Conservation Alliance supported this effort with a \$24,000 grant. Over the past 18 months, CRAG-VT board members and volunteers have been working to establish permanent protections for this beautiful and historic place. In the beginning of May, CRAG-VT completed the sub-division and purchase of the area's 18-acres including the rock faces, hilltop summit, and boulder field. This victory comes close on the heels of the passage of the Omnibus Public Land Management Act, which protected three million acres of land and 1000 miles of rivers throughout the US. That package included 15 projects that the Alliance supported. We'll keep everyone posted as more projects cross the finish line.

## Conservation Alliance eNews

May 2009



Hello!  
The Conservation Alliance quietly turned 20 on March 14. That's the date we were officially incorporated in the state of Washington. We look forward to an appropriate birthday party at the upcoming Outdoor Retailer show (see details below). And we certainly have plenty to celebrate. Since 1989, we've contributed \$7.4 million to conservation efforts throughout North America. This year alone, our grants have helped save three million acres of land, protect 1,000 miles of rivers, purchase a climbing area in Vermont, and start removing a dam in Oregon.

We are active on many fronts, but our strength remains the commitment our member companies share for protecting North America's special wild places. Hats off to a great 20 years, and a spectacular 2009 (so far)!

## Ad Auction Adds \$116K to CA Grant Fund

Our 3rd Annual Ads for the Earth Auction, held May 4-8, was a huge success. Each of the titles listed donated a full-page ad, which we sold in an online auction to our member companies. We raised \$116,000, all of which goes into our fund to support conservation projects. Winning bidders were Confluence, The North Face, Black Diamond, Petzl, Osprey, and KEEN. Funds from the auction will enable us to support four additional projects over the next year. Huge thanks go to the publications that donated ads, and to the companies that won them!



## Conservation Alliance to Celebrate 20 Years at OR Show



We will celebrate our 20th Anniversary at an Outdoor Retailer Show bash on Wednesday, July 22 at Caffe Molise in Salt Lake City. And we have a lot to celebrate! Founded in 1989 by REI, Patagonia, The North Face and Kelty, the Alliance now boasts 165 member companies and we have contributed more than \$7.4 million to conservation projects. The party will feature live music by Pictures and Sound, featuring Luke Reynolds. We will also present a debut performance of the outdoor industry all-star band including CA board member Gareth Martins, Timmy O'Neill, and Kenji Haroutanian. Mark your calendars now!

Please also plan to join us for our Breakfast on Wednesday, July 22. Our guest speaker, Rick Ridgeway, will present Freedom to Roam, a multi-media presentation about how to help wildlife adapt to global warming.

We look forward to inspiring and celebrating with you at the trade show!

## Backyard Collectives in Full Swing



Our new Backyard Collective program has begun, and strong on-the-ground results are adding up quickly. On Friday, May 8, we hosted an event in the new Badlands Wilderness near Bend, Oregon. 75 volunteers showed up for an afternoon of work, raising trail signs, camouflaging old roads and cleaning up trailheads.

The following Friday, 30 volunteers made the drive from Portland to Boring for a full day of work on a new creekside park in Clackamas

County. Ours were the first hands to help restore the 4-acre lot and this hearty group of volunteers made a positive impact saving trees from English Ivy, removing Himalayan Blackberry, and planting a variety of over 200 native species.

Check out the ConservationNEXT blog for updates on the BEND Collective and the BORING Collective. Our next event is this Friday, May 29th in West Seattle's Lincoln Park.

## The Alliance Goes to Washington

Conservation Alliance board members Conrad Anker (The North Face) and Gareth Martins (Osprey Packs) joined Executive Director John Sterling on a whirlwind visit to Washington, DC to talk to Congressional offices about the economic benefits of protecting wild lands and rivers. The trio (pictured here with Colorado Rep. John Salazar) met with 20 offices in two days,



and encouraged these elected officials to support efforts to protect public lands throughout the US. The group also thanked offices for supporting the Omnibus Public Land Management Act, which President Obama signed into law on March 30. The bill protects three million acres of land and 1000 miles of rivers.

## Thank you for your interest and continued support of The Conservation Alliance.

Sincerely,

John Sterling  
Executive Director

Krissy Moehl  
Program Associate