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For Immediate Release

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Adirondack Wild Raising Money through Adirondack Gives

Keene, NY - ***Adirondack Wild: Friends of the Forest Preserve*** is excited to announce a new campaign on *Adirondack Gives*, the crowdfunding site for Adirondack regional nonprofits sponsored by the Adirondack Foundation.

The organization wishes to create a short video to help celebrate this year's 50th Anniversary of The National Wilderness Preservation Act of 1964. The Act's chief author, Howard Zahniser, took his inspiration from New York's "Forever Wild" constitutional protection of the Adirondack and Catskill Forest Preserve. That constitutional protection has its 120th anniversary this year (1894-2014). Zahniser often wrote that New York State set the example for the national Wilderness movement, and is "where wilderness preservation began."

This video will combine Adirondack imagery, voices and music to celebrate both of these anniversaries and our wilderness heritage. It will be presented at many Wilderness 50th activities and venues in 2014 and in the years to come. The video project is found on the Environment page at www.adirondackgives.org for 60 days. The goal is to raise \$1000+ through Adirondack Gives.

"This video will be accessible to all and convey the importance for the need to pass on the legacy of wilderness protection in America, and particularly here in New York – not only for today's generations but, as our organization's founder Paul Schaefer would frequently say, for the 'youth of distant tomorrows,' " says Adirondack Wild's David Gibson.

"We are engaging some well known Adirondack professionals to help create this product and we invite those who share a passion for the wild to lend their support to help make this video a reality. This really is a great family opportunity to get involved in a collaborative, grassroots effort," said Adirondack Wild's Ken Rimany.

"Wilderness remains a rare and threatened resource around the world and in our world, the Adirondacks, the Catskills, and beyond. This video project gives all of us the opportunity to rekindle the spirit and meaning of New York's Forever Wild constitutional protection and of wild places and wild nature and to foment new leadership for how we are to sustain and

extend wilderness in these times. Please join our efforts,” added Adirondack Wild’s partner Dan Plumley.

Adirondack Wild is working closely with a number of partners to celebrate the Wilderness 50th anniversary in New York State, especially the Nelson A. Rockefeller Institute of Government, the NYS Department of Environmental Conservation and the State University of New York College of Environmental Science and Forestry.

Adirondack Wild: Friends of the Forest Preserve is a not for profit, membership-supported organization which advances New York’s “Forever Wild” legacy and Forest Preserve policies in the Adirondack and Catskill Parks, and promotes public and private land stewardship consistent with wild land values through education, advocacy and research. The organization is located on the web at www.adirondackwild.org.