

50 YEARS OF AMERICAN WILDERNESS



MEDIA KIT

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- The National Wilderness Preservation System was established by Congress in 1964
- Number of Wilderness areas in the USA - 757
- Since 1964, the NWPS has grown almost every year and now consists of 109,511,966 acres in 44 states and Puerto Rico.
- Alaska contains just over half of America's wilderness.
- Today, America's cities depend on water that flows from wilderness, and we breathe air that is cleansed by vegetation growing there.
- Wilderness protects natural processes, like fire, needed to sustain wildlife habitat and ensure rich biodiversity.
- More than 12 million people visit wilderness each year to hike, hunt, fish, ride horses, raft, ski, and take pictures.
- Wilderness areas help sustain local and regional economies and support many high quality jobs.
- Wilderness is part of America's heritage and passed on as a legacy to our children by many who will never visit wilderness, yet value the existence of its natural and undeveloped character



A photograph of a dense forest with large, ancient-looking trees and lush green foliage. The trees have thick, textured bark and are surrounded by vibrant green leaves and branches. The scene is captured from a low angle, looking up into the canopy.

HISTORY

On Sept. 3, 1964, President Lyndon B. Johnson signed into law the Wilderness Act. This historic bill established the National Wilderness Preservation System (NWPS) and set aside an initial 9.1 million acres of wildlands for the use and benefit of the American people. Over the past 50 years, and as a result of America's support for wilderness, Congress has added more than 100 million acres to this unique land preservation system. The 1964 Wilderness Act defines "wilderness" as areas where the Earth and its communities of life are left unchanged by people, where the primary forces of nature are in control, and where people themselves are visitors who do not remain.

In 2014, our nation will celebrate "50 Years of Wilderness," and we hope that your organization will find a way to become a part of this historical commemoration honoring America's "True Legacy of Wilderness!"

WHAT PEOPLE HAVE SAID!



"If future generations are to remember us with gratitude rather than contempt, we must leave them something more than the miracles of technology. We must leave them a glimpse of the world as it was in the beginning, not just after we got through with it"

Lyndon B. Johnson
President of the United States

"We who are gathered here may represent a particular elite, not of money and power, but of concern for the earth for the earth's sake."

Ansel Adams
Photographer

"What a country chooses to save is what a country chooses to say about itself."

Mollie Beattie
Director, U.S. Fish and Wildlife Service

"If you know wilderness in the way that you know love, you would be unwilling to let it go.....This is the story of our past and it will be the story of our future."

Terry Tempest Williams
Writer

"Wilderness is an anchor to windward. Knowing it is there, we can also know that we are still a rich nation, tending our resources as we should - not a people in despair searching every last nook and cranny of our land for a board of lumber, a barrel of oil, a blade of grass, or a tank of water."

Clinton P. Anderson
Senator, New Mexico

"The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased and not impaired in value. Conservation means development as much as it does protection."

Theodore Roosevelt
President of the United States

"In wilderness I sense the miracle of life, and behind it our scientific accomplishments fade to trivia."

Charles Lindbergh
Aviator

"In wildness is the preservation of the world."

Henry David Thoreau
Writer

WILDERNESS50 PLANNING TEAM

The 50th Anniversary National Wilderness Planning Team (Wilderness50) is a growing coalition of federal agencies, non-profit organizations, academic institutions, and other wilderness user groups whose purpose is to plan and eventually implement local, regional, and national events and projects, specifically designed to elevate the profile of wilderness during the 50th anniversary celebration.

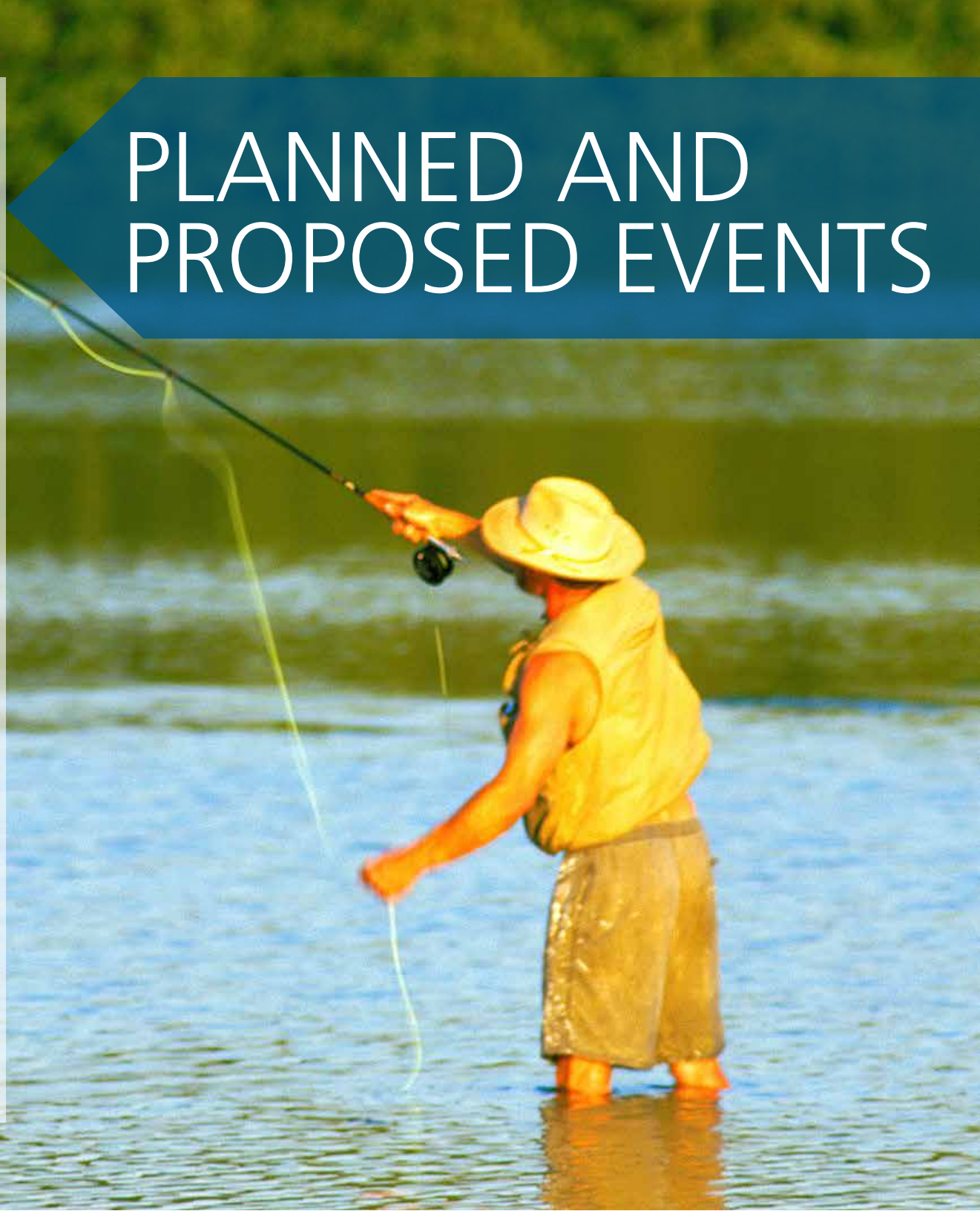
Wilderness50 member organizations include these organizations, signatories on an MOU signed at a formal ceremony in Washington D.C. on Aug. 23, 2012.

SPONSORS



PLANNED AND PROPOSED EVENTS

- National Wilderness Conference scheduled for Oct. 15-19, 2014
- Washington D.C. Wilderness Week, held during the third week of September 2014
- 300-400 community events including at least 50 Walks for Wilderness (one in each state)
- Community museum, airport and visitor center displays
- Smithsonian photography exhibition
- National website and social media campaign
- Commemorative magazine
- Teacher workshops introducing a new K-12 curriculum
- Traveling display packages and banners for use by local communities
- Online and radio "Wilderness of the Week" enhanced podcast series
- Commemorative poster by famous Montana artist Monte Dolack
- Commemorative wilderness map
- Other printed media, including water bottles, stickers, and bumper stickers
- National public photography contest

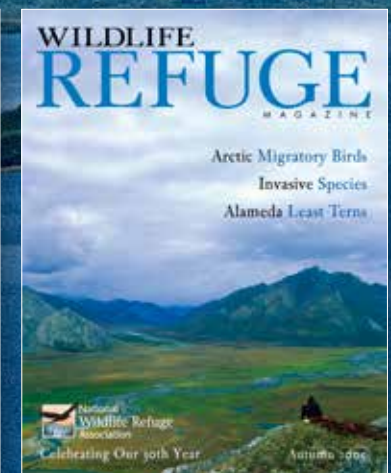
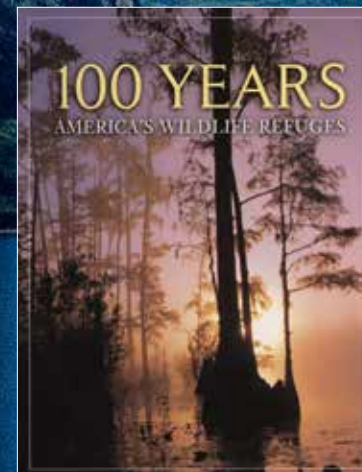
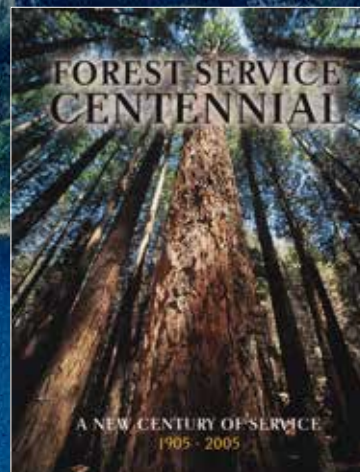


THE COMMEMORATIVE MAGAZINE

Wilderness 50 has commissioned established commemorative publishers, Faircount Media Group, to produce a substantive, high quality, eye-catching 50th anniversary commemorative publication for the anniversary. This magazine-style, photo-led publication will receive comprehensive national distribution including complimentary circulation at local and national events, agency offices and visitor centers, NGO offices, and to county commissioners, governors, and members of congress.

With introductions from leaders within the Department of Interior and Department of Agriculture, a spectacular photo and editorial driven publication will be produced covering a wide range of topics (listed below) accompanied by stunning photography, including images from winning contestants within the Wilderness Forever photography competition.

FROM THE PUBLISHERS OF



SYNOPSIS

- The making of wilderness
- The forces of nature.....Natural processes in wilderness
- The importance of wilderness for wildlife and ecosystems
- The birth of the wilderness movement
- The potential for future wilderness movement
- Wilderness and beauty; a photographer's perspective
- Finding adventure in wilderness
- Wilderness' contribution to local economies and the priceless value of wilderness
- A variety of wilderness – assessment of different ecosystem types within the wilderness preservation system
- Watershed moment - value of wilderness as headwaters
- Reclaiming wilderness: Wilderness in the East.
- Desert wilderness
- The healing effect of wilderness. Veterans, at-risk kids.
- Hunting and the wilderness experience
- Sacred lands – the spiritual value of wilderness, tribal wilderness.





50th Anniversary of the Wilderness Act 1964-2014

Wilderness 50
735 Geary St., #501
San Francisco, CA 94109

August 12, 2013

Dear Friends and Industry Professionals,

We are pleased to announce the publication "50 Years of Wilderness," marking the 50th anniversary of the Wilderness Act of 1964.

During the 2014 anniversary year, this publication will offer a unique look at Wilderness and the contributions made by people, agencies and organizations in the preservation of America's natural legacy. It will include articles written by Wilderness authorities as well as Wilderness advocates, chronicle Wilderness history to date, showcase America's Wilderness areas through photography, and examine what new challenges lie ahead for Wilderness stewardship. A one-of-a-kind publication, "50 Years of Wilderness" will be produced by specialist publisher, Faircount, and will be published at the highest quality, using top-grade paper stock and high-quality bound, glossy covers. Faircount has an established reputation in the field of commemorative publishing, having worked closely with the Forest Service, the Departments of the Army, Navy, Air Force and the U.S. Coast Guard, the National Education Association, American College of Surgeons and Steinway & Sons.

In addition to being available at land management agency offices and visitor centers as well as ceremonies and events, the publication will be distributed to senior executives throughout the Departments of Agriculture and Interior, Forest Service, Bureau of Land Management, Fish and Wildlife Service and National Park Service. Copies will also be made available to key intergovernmental partners along with non-profit partners, including the Pew Charitable Trusts, Wilderness Society, Sierra Club, Back Country Horsemen of America, Leave No Trace Center for Outdoor Ethics, and Wilderness Land Trust, among others.

Please call Robin Jobson at Faircount at (813) 639-1900 if you have any questions concerning participation as a marketing partner or to learn more about the publication.

Vicky Hoover
Wilderness50 Co-Chair



ADVERTISING RATES

Double Page Spread \$19,950.00

Full Page \$12,950.00

Half Page \$7,950.00

Special Positions please contact.

For more information and to book
your space call Robin Jobson today.

813-675-3830

robin.jobson@faircount.com

faircountmediagroup

701 North Westshore Blvd.,
Tampa, FL 33609
www.faircount.com