



FOR IMMEDIATE RELEASE
CONTACT:

September 7, 2016

Suzanne Malec-McKenna
Executive Director
suzanne@chicagowilderness.org
Office: 312-224-8028
Mobile: 312-841-2733

Chicago Wilderness Supports Work for 12 Animals in 12 Weeks

Chicago, IL—To celebrate a 20-year legacy as the region’s leading conservation alliance, Chicago Wilderness announces One Home: A Campaign to Support our Species. Chicago Wilderness and its lead partner organizations are spearheading a fundraising effort to support the health and habitat of 12 priority animal species in the region.

“This is the first time that anyone has launched a crowdfunded campaign of this scale to support wildlife in our region,” says Suzanne Malec-McKenna, Executive Director of Chicago Wilderness, “To mark this anniversary, we are shining a spotlight on our region - our home - and how each of us make it better for people and nature.” Running from September 6th - November 29th, the One Home campaign is hosted through CrowdRise, a crowdfunding platform at: www.chicagowilderness.org/20years.

Fundraising is being conducted through a CrowdRise platform, where individuals can choose the species of their liking and contribute what they can. However, no species will be neglected! Funding will be distributed equally among the priority species to support conservation efforts. Individuals who are interested in taking a more active role in fundraising to support the species can become a Team Leader to reach a targeted group of supporters.

The 12 priority species represent an array of wildlife of high conservation concern as well as species whose habitats need critical support, such as the globally rare oak savanna. This twelve week fundraising campaign will kick off strategic conservation work across the region for the next five years.

Chicago Wilderness, along with 11 lead partners, aim to improve the health of each of these species and their habitats.

Lead partners include Audubon Great Lakes, The Field Museum, Illinois Natural History Survey, Lincoln Park Zoo, The Nature Conservancy - Illinois Chapter, Openlands, Peggy Notebaert Nature Museum, National Great Rivers Research and Education Center, Illinois Department of Natural Resources, and the U.S. Fish & Wildlife Service.

“With this coalition, we can make impressive and meaningful strides in the years ahead,” adds McKenna, “It’s been 20 years, but we’re just getting started.”

Chicago Wilderness is a regional alliance leading strategy to preserve, improve, and expand nature and quality of life. In concert with more than 200 member organizations representing corporate, nonprofit, and government interests, Chicago Wilderness is connecting leaders in conservation, health, business, science, and beyond. Chicago Wilderness tackles challenging issues to ensure a resilient region. Building on a 20-year legacy of collaboration, the broad alliance of member organizations advance work in Illinois, Indiana, Wisconsin, and Michigan.

To learn more please visit chicagowilderness.org/media.

##