

For Immediate Release

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Wildlands Conservancy Raises Over \$9,000 at Banff Mountain Film Festival

Allentown, PA (March 2, 2008) – Over 1,200 people came out to experience adrenaline-packed action sports, travel to remote landscapes, and learn about fascinating cultures at this year's Lehigh Valley screening of the Banff Mountain Film Festival World Tour.

The event was hosted by Wildlands Conservancy and over \$9,000 was raised to support the organization's programs and services. The event was held Sunday, March 2, 2008 at Parkland High School, Allentown, PA.

Attendees were treated to 11 short films featuring mountain biking, skiing, climbing, kayaking, environmentally themed films and human interest stories. Films ranged in time from 2 minutes to 52 minutes and varied on adrenaline level and intensity.

“These films give the residents of the Lehigh Valley the chance to be armchair

adventurers and provide a wonderful opportunity to view the beauty of the natural world and understand how important the protection of these natural resources are,” says Christopher Kocher, president of Wildlands Conservancy.

The mountain culture atmosphere was enhanced with local clubs and organizations setting up displays in the lobby of Parkland High School. Organizations included: Ptarmigan Ski Club, Allentown Hiking Club, Lehigh Valley Canoe Club, Lehigh Valley Sierra Club, Lehigh Valley Equine Council, Lehigh River Stocking Association, Jim Thorpe River Adventures, and the Pennsylvania Department of Conservation and Natural Resources.

At the end of intermission, attendees had the chance to participate in a raffle with prizes including a Patagonia pullover fleece, a pair of New Balance hiking shoes, Gore Tex water bottles, and a chance to go rock or ice climbing. Wildlands Conservancy hosted a Members-Only Raffle which included a two-day lesson for one at Northeast PA Kayaking School.

The screenings of The Banff Mountain Film Festival World Tour in Canada and the USA are presented by National Geographic and New Balance; sponsored by Patagonia, Deuter, OR (Outdoor Research), Yellowstone to Yukon Conservation Initiative, Polartec and Gore-Tex Fabrics; with support from MSR (Mountain Safety Research), Lake Louise Mountain Resort, Petzl, World Expeditions & Mountain Hardwear.

The festival is locally sponsored by: WDIY, Nestor’s Sporting Goods, Eberhardt Motors, Keystone Consulting Engineers, Jaguar Landrover Allentown, Riverview Outdoor Adventures & Clinics, and Jim Thorpe River Adventures.

For more information about next year's local Banff Mountain Film Festival, please contact Elizabeth McKinney at 610-965-4397, ext. 26.

About Wildlands Conservancy

Wildlands Conservancy is dedicated to saving the natural treasures of the Lehigh Valley and the Lehigh River valley for current residents and future generations. Its mission is to preserve, protect, restore and enhance the land, water, ecological and recreational resources of the Lehigh Valley and the Lehigh River valley. Established in 1973, the Conservancy collaborates with partnerships throughout the Commonwealth of Pennsylvania to achieve its goals. As a non-profit, member-supported organization, the Conservancy has protected more than 46,000 acres of critical farmland and wildlands in 18 counties of eastern Pennsylvania. For more information, please visit www.wildlandspa.org.

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