

For Immediate Release

Contact: Susan L. Williams, APR, MA
Susan Williams & Associates
610/366-2155
suewill@ptd.net
Christopher M. Kocher
President
Wildlands Conservancy
610/965-4397 ex. 23
ckocher@wildlandspa.org



**MARK THE SPRING CALENDAR:
WILDLANDS CONSERVANCY ANNUAL NATIVE PLANT SALE
SCHEDULED FOR MAY 2007**

(Emmaus, PA, February 14, 2007) – Wildlands Conservancy, the Lehigh River Valley’s leading conservation organization, is pleased to announce the schedule for its Native Plant Marketplace. Open in spring and fall each year on the grounds of the Pool Wildlife Sanctuary, the new hours for the spring plant sale are as follows:

Spring 2007 Native Plant Sale Dates and Hours

Friday, May 4 - Members' Day - Hours: 9 AM - 6 PM

Saturday, May 5 - Hours: 9 AM - 6 PM

Sunday, May 6 - Hours: 9 AM - 3 PM

Saturday, May 12 - Hours: 9 AM - 3 PM

Sunday, May 13 - Hours: 9 AM - 3 PM

Over 100 types of species of native trees, shrubs, ferns, grasses, perennials and vines will be available at reasonable prices, with gardening experts on hand to help with selections and to answer questions.

“Native plant sales are integral to the Wildlands Conservancy Native Plant Initiative,” says Chris Kocher, president. “This program seeks to educate the local community on the importance and usefulness of native plants.” Net proceeds benefit the Wildlands Conservancy.

Literature, materials and educational programs related to the importance of planting native plants will also be available from related government agencies and other entities.

The Importance of PA Native Plants

Pennsylvania's native plants are plant species that lived and thrived in this area before it was colonized by Europeans in the 1600s, when it was introduced to “foreign plants.” Native plants, then, are well adapted to similar soil, moisture and weather conditions of the area. Because of this, they are more apt to survive the winter cold and summer heat, and require no irrigation or fertilization once established. They are resistant to most pests and diseases; thus, native plants suit today's interest in "low-maintenance" gardening and landscaping.

Native plants are important for storm water management, erosion control, air and water quality, landscape aesthetics, recreational opportunities, food and habitat for wildlife, and maintaining the biodiversity that keeps our ecosystem healthy. Native plants are the natural food source for butterflies and hummingbirds, and many are resistant to browsing by deer and other pests.

About Wildlands Conservancy

Wildlands Conservancy is dedicated to saving the natural treasures of the Lehigh Valley and the Lehigh River valley for now and for 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. It was established in 1973, and collaborates with partners throughout the Commonwealth of Pennsylvania to achieve its goals. As a non-profit, member-supported organization, the Conservancy has

protected more than 45,000 acres of critical farmland and wildlands in eastern Pennsylvania. For more information, please visit www.wildlandspa.org.

Directions to the Conservancy:

From I-78: Exit at Cedar Crest Boulevard (Route 29), turn south (toward Emmaus) onto Cedar Crest Boulevard and follow directions from Allentown.

From Allentown: Follow Cedar Crest Boulevard (Route 29) south to the intersection of Riverbend Road, 1.3 miles from the I-78 exit. Turn left onto Riverbend Road. Take the first right turn onto Orchid Place and proceed down the hill. At the bridge (on right), turn right and cross bridge into the Sanctuary.

From Bethlehem: Travel through Fountain Hill on Emmaus Avenue towards the Borough of Emmaus. One mile past I-78, turn right at the "Y" onto Harrison Street. Follow to Macungie Avenue (3rd stop sign); turn right; road turns into Orchid Place; at bottom of the hill turn left and cross bridge into Sanctuary.

#