



## PRESS RELEASE

*For Immediate Release*

**Contact:** Patsy Barich  
Bon Mot PR  
(415) 596-5860  
patsy@bonmotpr.com

### **San Francisco-based Save the Redwoods League has appointed Tim M. Whalen as its Chief Development Officer**

**San Francisco** (May 5, 2015) — Tim Whalen, 52, is now leading the fundraising initiatives for Save the Redwoods League as it nears its centennial, which will celebrate protection of nearly 200,000 acres of forest and the creation and expansion of 63 redwood parks and preserves that inspire visitors from around the world.



Whalen will report to Sam Hodder, the League's CEO and president. "We are delighted to have someone with Tim's energy, commitment, development experience," said Sam Hodder. "The League will celebrate its centennial in 2018, and we are fortunate indeed to have Tim on board to help us launch the League's vision for our next 100 years. The more we learn about the redwood forest; their capacity to store carbon, clean our air and water and inspire our children with a love of the outdoors, the more we realize that it's the redwoods that are saving us. Our work in the redwoods is more important than ever, and Tim and I are looking forward to working together to amplify our impact and generate philanthropic support for our vision."

Whalen brings more than 25 years development and fundraising know-how to his new position. Before joining the League, he served three years as associate director of development for the San Francisco Symphony and seven years as senior director of development and gift planning for the American Conservatory Theater (ACT), also in San Francisco.

"I look forward to partnering with the volunteer and executive leadership of Save the Redwoods League to grow philanthropic support for the League's important work in protecting and restoring California's redwood forests and connecting people to the peace and beauty of these wonders of the natural world," says Whalen. "Save the Redwoods League has a well-established reputation and record of conservation accomplishments that is the envy of many organizations. I'm delighted to contribute to an organization that has played an important part in California's and our nation's conservation history."

#### **About Save the Redwoods League**

Since 1918, Save the Redwoods League has protected and restored redwood forests and connected people with their peace and beauty so these wonders of the natural world flourish. To date the League has completed the purchase of more than 200,000 acres of redwood forest and associated land. For more information, please visit [SaveTheRedwoods.org](http://SaveTheRedwoods.org), or to receive monthly email updates, sign up at [SaveTheRedwoods.org/signup](http://SaveTheRedwoods.org/signup).

###

111 Sutter Street 11 floor, San Francisco, CA 94104  
Telephone (415) 362-2352 • Facsimile (415) 362-7017 • [SaveTheRedwoods.org](http://SaveTheRedwoods.org)

**WALK AMONG GIANTS<sup>SM</sup>**