



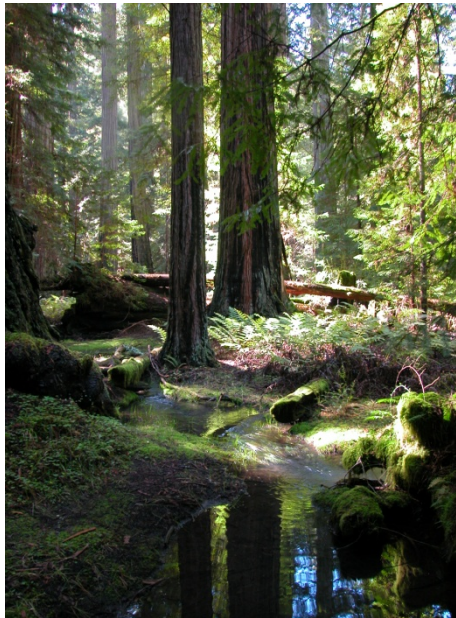
PRESS RELEASE

For more information, contact:

Dorinda Nyberg, Interim Outreach Director, Save the Redwoods League
415-362-2352x814 or dnyberg@savetheredwoods.org

Save the Redwoods League Earns National Recognition Accreditation Awarded by the Land Trust Accreditation Commission

SAN FRANCISCO, CA (July 31, 2013) – After an extensive evaluation, Save the Redwoods League has been awarded accreditation by the Land Trust Accreditation Commission. Save the Redwoods League is one of only 230—out of more than 1700—land trusts in the country to have earned this status.



“The League’s accredited status reflects our dedication to the permanent protection of the redwood forest,” says Harry Pollack, Chief Operating Officer. “This distinction demonstrates our continued commitment to carrying out our mission to the highest standards.”

Each accredited land trust submitted extensive documentation and underwent a rigorous review. “Through accreditation, land trusts conduct important planning and make their operations more efficient and strategic,” said Van Ryn, Executive Director of the Accreditation Commission.

Save the Redwoods League is now able to display a seal of accreditation indicating to the public that it meets national standards for excellence, upholds the public trust and ensures that conservation efforts are permanent. The seal is a mark of distinction in land conservation.

“Land trusts are gaining higher profiles with their work on behalf of citizens, and the seal of accreditation from the Land Trust Accreditation Commission is a way to prove to their communities that land trusts are worthy of the significant public and private investment in land conservation,” noted Land Trust Alliance President Rand Wentworth.

Redwoods are the tallest, largest and some of the oldest living beings on Earth. These majestic giants can live for more than 2,000 years—some redwoods living today were alive during the time of the Roman Empire. Today, much of the ancient redwood forest has been cut, and there is an urgent need to restore these damaged lands and protect the remaining ancient forest. More than just trees, redwoods are part of complex communities of living things interacting with their environment. Redwood forests provide clean air and water, scenic recreation for everyone to enjoy, and homes for plants and animals, including threatened and endangered species. Much work remains to ensure that future generations can enjoy these magnificent forests.

“The accreditation seal is a distinction we will display proudly as we prepare to embark on our second century of redwood forest conservation,” said Pollack.

About Save the Redwoods League

Since 1918, Save the Redwoods League has protected and restored coast redwood and giant sequoia forests and connected people with their peace and beauty so these wonders of the natural world flourish. Unfortunately, some ancient redwoods and sequoias remain unprotected, and forests that are protected face threats from a changing environment, disease and devastating government budget cuts. Our members and supporters help us save these special places, allowing us to purchase redwood and sequoia land, restore logged forests, research how to best protect them and teach children and adults about these magical expressions of life. To date the League has completed the purchase of more than 190,000 acres of coast redwood, giant sequoias and associated land. For more information, please visit www.SaveTheRedwoods.org.

About The Land Trust Accreditation Commission

The Land Trust Accreditation Commission, an independent program of the Land Trust Alliance, awards the accreditation seal to community institutions that meet national quality standards for protecting important natural places and working lands forever. The Commission is governed by a volunteer board of diverse land conservation and nonprofit management experts from around the country. More information is available on the Commission’s website, www.landtrustaccreditation.org.

About The Land Trust Alliance

The Land Trust Alliance is a national conservation group that works to save the places people love by strengthening conservation throughout America. It works to increase the pace and quality of conservation by advocating favorable tax policies, training land trusts in best practices and working to ensure the permanence of conservation in the face of continuing threats. The Alliance publishes *Land Trust Standards and Practices* and provides financial and administrative support to the Commission. It has established an endowment to help ensure the success of the accreditation program and keep it affordable for land trusts of all sizes to participate in accreditation. More information can be found at www.landtrustalliance.org.

###