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CONSERVATION GROUP CAPS 50 YEARS OF SERVICE WITH NEW CHALLENGE TO BASIN'S TOURISM INDUSTRY

January 25 annual meeting to explore Sustainable Tourism

MORONGO BASIN, CA – JANUARY 12, 2020: For Morongo Basin, the move to “sustainable tourism” offers the promise of a “win, win, win” scenario. The ‘wins’ representing the three pillars of sustainable tourism: Environmental, Cultural and Economic. That promise will be explored at the Morongo Basin Conservation Association’s (MBCA) annual meeting and program set for

Saturday, January 25 at the Yucca Valley Community Center, 57090 Twentynine Palms Highway in Yucca Valley.

Keynote speakers Joshua Tree National Park Superintendent David Smith, known for his clarity, wit and wisdom, and noted environmental writer and California Desert Associate Director at the National Parks Conservation Association, Chris Clarke, will define and explore the timely topic of sustainable tourism. MBCA's local partners and stakeholders, the Mojave Desert Land Trust, The Wildlands Conservancy, the California Desert Coalition, the California Native Plant Society and others will be on hand as the Conservation Association marks 50 years of conservation activism.

"Tourism is clearly a primary economic driver of our local economy," said Morongo Basin Conservation Association President, Steve Bardwell. "What's less clear is how best to create a system that is rewarding for local commerce, labor, and the hundreds of thousands of visitors here, while keeping the impact of that traffic on the natural environment at a sustainable level."

Saturday's program, which is free and open to the public, begins at 10 a.m. and will include refreshments and a light lunch, concluding by 1 p.m.

The annual meeting caps a year of activism and events that saw Morongo Basin's longest running grass roots organization celebrate its 50th year. MBCA advocates for a healthy desert environment that nurtures the region's rural character, cultural wealth, and economic well-being. Often working behind the scenes, the volunteer-run, non-profit organization is noted for a number of important victories that have contributed significantly to the preservation of much of the natural beauty that abounds in Morongo Basin.

Some of those victories are highlighted in the release of a commemorative book entitled, *Celebrating the Past - Envisioning the Future*, 70 pages of stunning, full-color photography and a historical accounting of a half century of MBCA's work. Attendees at the annual meeting will each receive a free, first-edition copy of the book, a \$20 value.

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More information on MBCA and the annual meeting may be found at MBConservation.org.

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Attachments:

Jpeg of front cover, *Celebrating the Past - Envisioning the Future*



Jpeg of Joshua Tree National Park Superintendent David Smith

Jpeg of California Desert Associate Director
at the National Parks Conservation Association, Chris Clarke



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