



FOR IMMEDIATE RELEASE

Friends of Nevada Wilderness Lead Guided Hike for Big Brothers, Big Sisters, February 22, 2014

Contact Shevawn at (775) 324-7667 or shevawn@NevadaWilderness.org

Photo, Video, Interview Opportunity

WHAT:

Friends of Nevada Wilderness will lead a guided hike for the Big Brothers, Big Sisters organization this Saturday at Galena Forest. This event is part of an ongoing series to reach out to the public about wilderness and the **50th Anniversary of the Wilderness Act**. In celebration of the anniversary, Friends of Nevada Wilderness is taking a proactive role in educating the public about the value and need for wilderness and establishing programs which allow the youth – especially those populations that experience adversity - to experience the benefits of wilderness firsthand.

WHEN:

Saturday, February 22nd, 2014. Big Brothers and Big Sisters will bring their Littles to meet at the Galena Visitor's Center at 11am. The hike will last for an hour and a half up to two hours. After the hike, participants will meet back at the Galena Visitor's Center where they will be served hot chocolate and will be able to explore the displays in the Center.

WHY:

“Most people, especially the youth, don't even know we have these areas available to us as our public lands,” says Shevawn Von Tobel, Outreach and Communications Manager for Friends of Nevada Wilderness, “We really wanted to make the effort to give these kids the opportunity to get outside, experience what it's like to be in nature, and instill the respect towards these wild places that needs to begin at an early age in order to be effective.” Nevada has designated 68 wilderness areas since the Wilderness Act was enacted in 1964 and one of those areas is Reno's very own backyard – Mt. Rose Wilderness. “Big Brothers Big Sisters is lucky to be able to work with local partners like Friends of Nevada Wilderness,” said Liza Maupin, CEO of Big Brothers Big Sisters of Northern Nevada, “Free events like this allow our Littles to get outdoors with their Bigs and experience what Nevada's wilderness has to offer, all while learning to live a healthy lifestyle.”

WHERE:

Galena Visitor's Center: 18250 Mt. Rose Highway, NV 89511.

MEDIA:

Attend for photo, video, and interview opportunity.

To get more information on this event, please contact Shevawn at shevawn@nevadawilderness.org or call the office at (775) 324-7667. Get information about future projects with Friends of Nevada Wilderness at our website www.nevadawilderness.org/calendar_of_events.