



## FRIENDS of NEVADA WILDERNESS

### FOR IMMEDIATE RELEASE

## **“Wild Washoe – Where the Pavement Ends” Friends of Nevada Wilderness Celebrates 25<sup>th</sup> Anniversary of National Public Lands Day**

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September 17, 2018 - The Friends of Nevada Wilderness will observe National Public Lands Day on Thursday, September 20, with an open house celebration of the beauty of Washoe County's public lands and how they contribute to the local quality of life. The open house will feature a new art exhibit, “Wild Washoe – Where the Pavement Ends,” a series of beautiful landscape paintings of area public lands by local artist Erik Holland.

Staff and volunteers from Friends will be on hand to share information about how public lands add to our quality of life in Nevada. Meghan Wolf, a member of the Friends Board of Directors and Environmental Coordinator for Patagonia, will be on hand to talk about the business of public lands and how outdoor recreation helps fuel the local economy.

Hot off the press, the 2019 Wild Nevada Calendar, featuring stunning photos of our beautiful state, will be available for sale.

Volunteers just back from a stewardship project in the High Rock Canyon Wilderness Area, will set up a mock camp to demonstrate life out on the trail. Already in 2018, Friends crews have contributed more than \$150,000 in in-kind services to help preserve wildlife habitat, repair fire and storm damage, and improve public access to wild areas throughout the state. Volunteers will talk about those experiences and help sign up new volunteers. For more information on upcoming opportunities, visit [nevadawilderness.org](http://nevadawilderness.org).

The National Public Lands Day Open House will be Thursday, September 20, from 4:00 – 6 pm, at 1360 Greg St., Suites 111/112, Sparks, NV 89431.

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**About Friends of Nevada Wilderness**

Founded in 1984, Friends of Nevada Wilderness, a charitable non-profit organization, has helped protect over 3.4 million acres of Nevada's wild lands by leading efforts in the expansion or designation of all 70 Wilderness areas in the state. Over the past thirty-two years, the Wilderness Stewardship Volunteer Program has generated over \$1,500,000 of in-kind services to benefit Nevada's public lands. For more information, visit <http://www.nevadawilderness.org/>. Additional background information is attached.

# Wild Washoe



Painting by Erik Holland

Washoe County means a growing urban area to many people but most of the county consists of a wild, wide-open landscape seen by the adventurous few. Here, a volcanic legacy gives us sweeping vistas, expansive sagebrush seas, wandering populations of pronghorn, mule deer, bighorn sheep and a stronghold for the greater sage-grouse.

In this wild region stretching from the edge of town to the Mt. Rose Wilderness to the Oregon Border, the roads are dirt, and there is little cell phone coverage. Nature rules. For those looking for breathtaking sunsets, extreme solitude, and primitive recreation galore, the wilds of Washoe are for you.

Mt. Rose Wilderness forms the backdrop to the urban area and is one of the most popular areas to hike in Washoe County. Alas, as the human population swells, our beloved Wilderness is being “loved to death”. Clearly people love outdoor recreation and consider it a major part of the quality of life living in the Truckee Meadows Region.

To the north, Washoe County is fortunate to contain some extraordinary wild places including the Sheldon National Wildlife Refuge and surrounding public lands where some of the darkest skies in the country are found.

More...



Massacre Rim Wilderness Study Area in far northern Washoe County

Many of these special places, now designated as Wilderness Study Areas (WSA's) are under attack. Certain interests want to remove wilderness-level protections from these lands and open them up for development, including oil and gas drilling, power and pipelines, new roads, and other uses that would destroy the natural values of these lands. These lands not only provide unique outdoor recreation experiences, they provide valuable wildlife habitat and protect water and air quality.

Friends of Nevada Wilderness has worked for years with a number of stakeholders to find common sense solutions to Wilderness Area boundaries. For more information on how you can help, visit [nevadawilderness.org](http://nevadawilderness.org).

Recent media coverage of Wild Washoe:

<https://www.rgj.com/story/life/outdoors/2018/09/10/washoe-county-lands-bill-nevada-wilderness/1224167002/>

<https://www.rgj.com/story/life/outdoors/2018/09/10/washoe-county-economic-development-conservation-act-public-lands-bill/1089120002/>

<https://www.rgj.com/story/life/outdoors/2018/06/04/all-hell-going-break-loose-under-heller-wilderness-bill-aide-says/653238002/>

## Outdoor Recreation Creates Healthy Economies and Healthy Communities

Source: Outdoor Recreation Industry

[https://outdoorindustry.org/wp-content/uploads/2017/07/OIA\\_RecEcoState\\_NV.pdf](https://outdoorindustry.org/wp-content/uploads/2017/07/OIA_RecEcoState_NV.pdf)



- 57% of Nevada residents participate in outdoor recreation each year
- Outdoor recreation sustains three times as many jobs in Nevada (87,000) as the mining industry (29,000)
- In Nevada, outdoor recreation generates \$12.6 billion in consumer spending each year, \$4 billion in wages and salaries and \$1.1 billion in state and local tax revenue