

TAKE PRIDE[®] IN AMERICA

It's Your Land, Lend A Hand



WHY TAKE PRIDE?

When former Secretary of the Interior Don Hodel was engaged in confirmation hearings in the early 80s, he was asked how he would address destruction of public property, graffiti and theft of antiquities. He responded that there would never be enough police or rangers to patrol and enforce against such problems. The key, he said, was to instill a sense of pride in Americans for our public lands, and historic and cultural sites. This was the genesis of Take Pride.

Hodel's reasoning remains true today, which is why Secretary Norton has made Take Pride a top priority.

Take Pride is more than trash pickups and volunteer awards, though both are very important. Take Pride is about the right to enjoy responsible use of our public lands, the duty to help protect our historic and cultural sites from destruction and theft, and the obligation to pass these values along to our youth.

Many thanks to each of you for doing your part to Take Pride in America!

– Marti Allbright, Executive Director

ALL STATES AND GUAM ON BOARD WITH TAKE PRIDE

Secretary of the Interior Gale Norton and Take Pride Executive Director Marti Allbright have announced that all 50 states and Guam are now on board with Take Pride in America.

“I'm delighted our nation's governors are committed to rallying volunteers to help maintain and improve our public lands,” said Norton. “Each state is implementing the Take Pride message in its own way to suit

local needs and interests, but the message is the same. We have a duty to care for the public lands we use and enjoy. Each one of us can find a way to lend a hand.”

“We are pleased to be able to partner with all the states. I'm looking forward to Take Pride events across the country in the year ahead,” said Allbright.

ESTES PARK, COLORADO IS NEWEST TAKE PRIDE IN AMERICA CITY

Secretary of the Interior Gale Norton announced July 21 that Estes Park, Colo. has been designated a Take Pride in America City and recognized as the first in the state of Colorado. Norton noted that a Take Pride in America City designation is bestowed upon a city or municipality that supports the mission and goals of Take Pride. The city then agrees to sponsor annually two or more events such as an award ceremony or a clean-up event in its community.

“This cooperative effort in Colorado is a prime example of Take Pride's approach across the country to encourage volunteer stewardship of our public lands,” Norton said.

TAKE PRIDE TOUR HITS THE ROAD

Take Pride in America has kicked-off its Western States Tour. The tour, co-sponsored by Take Pride Charter Partner Unilever, will engage volunteers in meaningful service-to-the-land projects at events scheduled through Labor Day. In the coming weeks, Take Pride Executive Director Marti Allbright will join national, state, and local representatives at key

locations in the region to perform volunteer service and honor public land volunteers.

"Our tour will visit communities where volunteers make a difference on public lands, as well as inform others of our shared responsibility to care for the outdoor places we enjoy," said Allbright.

On Thursday, July 22, Allbright joined a number of community groups to refurbish picnic areas below Olympus Dam in Estes Park, Colo. before heading on to Oregon, California and Utah.

CHARTER PARTNERS UNILEVER AND FOREVER RESORTS MAKE DONATIONS

Like all our Charter Partners, Unilever is a strong supporter of volunteerism on public lands. The company has been quite active lately, donating 100 percent recycled plastic lumber picnic tables to Estes Park, Colo., co-sponsoring the Take Pride Western States Tour, as well as continuing their sustainable lumber donation to the National Park Service and assisting with the upcoming 2004 Take Pride in America National Awards ceremony.

Additionally, Unilever and fellow Take Pride Charter Partner Forever Resorts, a National Park Service concessionaire, will sponsor volunteer projects in Rocky Mountain National Park during 2005. Together, Unilever and Forever Resorts will contribute recycled plastic lumber, and recruit and oversee a major volunteer effort to use this lumber to enhance visitor experiences and protect park resources.

"At the core of Unilever's partnership with Take Pride in America is our corporate mission to add vitality to life through our brands and our behavior. Unilever hopes to help people get more out of life and care for themselves and their surroundings," said

Unilever Director of National Accounts and Trade Relations Larry McCurry.

For more than a decade, Unilever, a manufacturer and marketer of home, personal care and foods products, has worked with more than 175 national parks, donating sustainable lumber to some 125 National Park units to use for boardwalks, docks and site amenities, including the entire boardwalk and decking system around Old Faithful Geyser in Yellowstone National Park. In addition, Unilever has sponsored volunteer events in more than 100 national parks and public land areas. Its National Parks America Tour volunteer initiative has an estimated value of \$1.6 million in service annually.

NATIONAL TRAILS DAY CELEBRATIONS

National Trails Day is an annual nationwide celebration of trails that helps to promote public awareness of and appreciation for America's trails and the people who build and maintain them. Held the first Saturday in June, this year's National Trails Day, June 5, was a great success with 925 registered events representing every state, Canada and Puerto Rico. A number of these were Take Pride events. Celebrations included hikes, trail dedications and volunteer projects.

Trail enthusiasts in Tennessee, for example, marked National Trails Day with a dedication ceremony for 18 new miles of the Cumberland Trail just north of Chattanooga. Folks with the Cumberland Trail Conference and volunteers from organizations who worked to acquire and construct the trail addition attended. Many national and regional public officials were on hand too, including Mary Margaret Sloan, president of the American Hiking Society; Betsy Child, commissioner of the Tennessee Department of Environment and Conservation; and John Librett, with the Center for Disease Control.

As part of the day's events, Mr. Librett spoke on the health benefits of hiking, and there was live music and exhibits on conservation and local history. Participants were also encouraged to join a guided hike through the new sections of the trail.

The event was a joint effort of the City of Soddy-Daisy, the National Park Service's Rivers, Trails and Conservation Assistance Program, the American Hiking Society, Tennessee State Parks, the Centers for Disease Control and Prevention, and the Cumberland Trail Conference.

Nearby the Benton MacKaye Trail Association also held a dedication ceremony for an 85-mile trail extension. Dignitaries from the United States Department of Agriculture Forest Service, National Park Service, American Hiking Society, and Centers for Disease Control and Prevention attended the event. National Trails Day 2005 is June 4 and is hosted by The American Hiking Society, a Take Pride Charter Partner.

America's Public Lands Get Fit with US

Secretary of the Interior Gale Norton used National Trails Day (June 5) to launch the "America's Public Lands Get Fit with US" initiative on Harriet Island in St. Paul, Minn.

"Our efforts to promote trails for health and recreation are part of a larger partnership initiated by President Bush," Norton said. "These partnerships are using the vast interconnected outdoor recreation network of federal, state and local lands and waters as a resource that can help provide inexpensive, enjoyable exercise for all Americans.

The Get Fit with US initiative is a direct result of President George W. Bush's Executive Order, which was issued for the purpose of improving the health of all

Americans. It is designed to promote a healthy lifestyle alliance between public health and recreation.

"By promoting the importance of recreational activities and physical fitness opportunities on our public lands and waters, we encourage Americans to stay active and healthy while enjoying the outdoors," Norton said.

Dr. Michael Suk, Department of the Interior White House Fellow, spearheaded the Get Fit with US effort at DOI, which included a Take Pride volunteer clean up on Harriet Island the day of the launch.

National Parks Director Fran Mainella, Bureau of Reclamation Commissioner John Keys and Bureau of Indian Affairs Assistant Secretary Dave Anderson joined Secretary Norton at launch festivities, which were sponsored and hosted by Take Pride Charter Partner Outdoor Industry Foundation, Minnesota Recreation and Park Association, City of St. Paul Division of Parks and Recreation, and General Mills.

GETTING TAKE PRIDE'S MESSAGE OUT

Jeep owners will soon read about Take Pride in an upcoming issue of the company's magazine, aptly titled *Jeep*. The company is a co-founder of TreadLightly!, a partner organization to Take Pride in America, which emphasizes responsible recreational use of sport-utility vehicles. Take Pride delivers a related message, and a short write-up will inform readers of our mission and invite folks to learn more about us and how to lend a hand.

In June a writer for *Inspire Your World*, a consumer magazine on volunteering and philanthropy, interviewed Take Pride Executive Director Marti Allbright about why Take Pride matters and the role of Clint Eastwood. *Inspire Your World* brings

together everyday people with celebrities, CEOs and community leaders who share a common commitment to giving back. The first issue of *Inspire Your World* debuted in March 2004, and the article about Take Pride is slated for the August 2004 issue.

UPDATE ON OUR NATIONAL AWARDS

Judging is underway! The 2004 National Take Pride in America Awards winners will be finalized in mid-August. The awards ceremony is scheduled for September 21 in Washington, D.C. Take Pride spokesman Clint Eastwood will attend the event.

VOLUNTEER HIGHLIGHTS

We would like to hear from you about the volunteer activities you are hosting, please email us photos and a brief summary to: TakePride@ios.doi.gov.

BUREAU OF LAND MANAGEMENT HOSTS NATIONAL VOLUNTEER AWARDS CEREMONY

The Bureau of Land Management's 2004 "Making a Difference" National Volunteer Awards were presented to seven individuals, one volunteer group and two BLM employees by BLM Director Kathleen Clarke at a ceremony June 3 in Washington, D.C.

This year's recipients include: George Baland, Ridgecrest, Calif.; Diane Delano, Mims, Fla.; Alvin McLane, Reno, Nev.; Kay Millar and Robyn MacDuff, Raptor Inventory and Nest Survey Group, Sandy, Utah; Jim Hutchins, Medford, Ore.; Gayle Irwin, National Historic Trails Interpretive Center, Casper, Utah; John Rose, Kingman, Ariz.; Kathy Bailey, Moab, Utah; Carole Adams, Cambria, Calif.; and Bob Bailey, Moab, Utah.

A national panel of BLM and partner representatives, including Michelle

Cangelosi on our Take Pride staff, selected the award winners from more than 40 nominations submitted by the BLM State Offices and the National Interagency Fire Center. The winners were selected for their exceptional contributions to conservation and management of public lands.

PricewaterhouseCoopers Employees Lend a Hand

PricewaterhouseCoopers, a Take Pride Charter Partner, hosted a Take Pride in America event Saturday, July 17 at Hains Point in East Potomac Park. Employees from the Washington, D.C. office and their families, as well as some dedicated folks from the Boston office, picked up trash and removed invasive species. The managing partner of the Washington office, Fernando Murias, and the senior partner for the company's federal practice, Mac Henderson also lent a hand. The clean up was a resounding success, with Ranger Dan Dressler telling volunteers, "Wow, you guys are going way above the call of duty!" The group collected 41 bags of trash and recyclables, 23 piles of wood, plus a car tire and an orange parking cone!

Rotarians Hike Continental Divide Trail, Raise Funds For Trail Youth Corps

Following a kick-off dinner on Friday, July 9 in Georgetown, Colo., at which Take Pride Executive Director Marti Allbright spoke, Rotarians embarked on a three-day hike of the Continental Divide Trail to raise \$70,000 for a volunteer youth corps. The youth corps, sponsored by Continental Divide Trail Alliance, a Take Pride Charter Partner, will include a crew of ten youth and supervisors who will spend the summer working on the CDT. Along the way, the CDTA Youth Corps will also educate folks on the importance of being good stewards of our public lands and on the significance of the CDT. The three-day hike was coordinated by the CDTA, Conifer Rotary Club and

Rotary's Recreational and Vocational Fellowship Activity of Mountain Climbing and Hiking.

The CDTA was formed in 1995 to assist the federal land management agencies in the completion, management and protection of the Trail. The CDTA is a 501(c)(3) nonprofit organization with nearly 3,000 members working to increase public involvement, volunteer commitment and private sector support on the Continental Divide Trail.

Montana Bikers and ATVers Hit the Road to Haul in Trash

One hundred eighteen all-terrain-vehicles and off-highway motorcycle riders from across the state of Montana braved unpredictable summer weather Saturday June 26 to pick up over a half ton of garbage from campsites, parking areas, roads and trails in the Homestake Pass area of the Beaverhead-Deerlodge National Forest. The area, located just a few miles outside of Butte is extremely popular for camping, fishing, hiking, hunting and off-highway vehicle riding. During the Take Pride in America event, trail riders removed every thing from gum wrappers to car tires over the course of the day. Prizes were awarded for the riders who collected the most trash throughout the day. One rider from West Yellowstone filled 37 bags with trash.

The Montana Trail Vehicle Riders Association hosted the event. Trash bags and the barbeque afterwards were provided by Redline Motorsports, the Honda motorcycle and ATV dealer from Butte.

Great Outdoors Week 2004 a Success

On June 10, as part of Great Outdoors Week 2004, over 100 volunteers gathered for a Take Pride event sponsored by Take Pride Charter Partners American Recreation Coalition, ReserveAmerica and Wonderful Outdoor World at Theodore Roosevelt Island, a unit of the National Park System in the Potomac River, for a day of hard work, learning and fun. The volunteers attacked invasive vegetation on the island, rebuilt trails, picked up litter, removed large, fallen trees from the trails, and spread 50 tons of gravel.

Volunteers ended the day with an ice cream social, provided by Blue Bell Creameries of Texas. Participants received souvenir t-shirts and hats from ReserveAmerica, which also contributed two truckloads of tools and wheelbarrows for use by future volunteers at the island and other nearby National Park Service sites.

National Take Pride Award Winner New York Restoration Project and Charter Partner Disney Team Up to Clean Up

2003 National Take Pride Award winner New York Restoration Project and Take Pride Charter Partner Disney have teamed up to transform a run-down East Harlem lot into a garden and playground for the local community. The lot, situated between train tracks and apartment buildings, has been home to nothing but abandoned cars and graffiti for years. The project is expected to be completed later this summer and will include a basketball court, play area, benches and garden. Kudos to all those responsible for making a difference in this Harlem neighborhood!