



Jackson Hole Conservation Alliance
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Dec. 9 launch of Conservation Alliance's *Grassroots Group* aims to engage young valley residents in environmental advocacy and community outreach in a social setting

(Jackson, Wyo.) The young people of our community, those in their 20s and 30s, almost universally care about the natural environment (read: the outdoors) and about this place where we are all lucky enough to live. But how can someone turn that passion into action? The Conservation Alliance is bringing these interested folks together in a social way that will, hopefully, inspire that action.

On Dec. 9, the Conservation Alliance will be hosting a kickoff event for the *Grassroots Group* at Shades Café, featuring music with Tom Marshall and free refreshments, as well as a search for a better name – so bring your ideas. The purpose of the gathering is to encourage people to get informed and excited about environmental activism and advocacy in Jackson and Teton County, all while enjoying good company, good entertainment and good refreshments.

More than anything, this event is designed to bring together and enfranchise individuals who care about the future of their community.

“We are really excited to get this off the ground,” said Liz Pinnie, Alliance volunteer. “People in Jackson care about the environment and the town itself, but often don’t have a simple venue in which to act on that. We are hoping to give them the opportunity to do something about it.”

The group will serve as a place for people to come together and have a good time. Information about issues and about how to get involved will be available, in addition to an opportunity to meet and hang out with people with similar interests. “The time seems perfect to launch this group,” said Becky Tillson, Conservation Alliance outreach and community planning associate. “So much is going on in the town and county in terms of environmentalism – from the Comprehensive Plan to the sustainability initiatives. It’s just an exciting time to get involved, and this will be a fun way for young people to make their voices heard.”

Details in Brief:

What: Conservation Alliance Grassroots Group Kickoff Event

When: Wednesday, Dec. 9, 6 p.m. to 8 p.m.

Where: Shades Café, on King Street in Jackson

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The Jackson Hole Conservation Alliance is a nonprofit organization dedicated to responsible land stewardship to ensure that human activities are in harmony with the area's irreplaceable wildlife, scenic and other natural resources.