



JACKSON HOLE LAND TRUST NEWS
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'Million Dollar May' Brings Community Solution Closer to Reality

Jackson, Wyoming – The partners of the Save Genevieve campaign are excited to announce Million Dollar May.

A new local family has been deeply inspired by the demonstration of support and the vision of the community to preserve the greenspace, character, and historic buildings of the Genevieve Block, located at 155 E Broadway Ave in downtown Jackson. They have offered \$1,000,000 if the campaign secures 1,000 new gifts– of any size – by the end of May 2019.

Given the incredible success of the \$100,000 challenge last Friday, April 26, when 335 donors stepped up to raise \$242,000 in a mere 24 hours, the project partners are enthusiastic about augmented momentum throughout the remainder of the month.

The Jackson Hole Land Trust (JHLT) is taking the fundraising lead on the project. “We were giddy with Friday’s impressive turnout, and are thrilled by the new challenge,” JHLT President Laurie Andrews explained. “The JHLT is grateful for yet another local family to show their extraordinary belief in the project and hope to see response from the community through gifts of all sizes. Your dollars matter, especially in May.”

In a turn of fate, this new family demonstrated yet another passionate showing of support, on Thursday, May 2, 2019, offering the community a second chance to step up – this time with an alluring reward of one million dollars.

“We are thrilled to see the Save Genevieve campaign gain so much momentum in its first few weeks,” the family said. “Our family is eager to support this cause, and hopeful that, together with the community, we can save this beloved greenspace in the heart of Jackson. Time is of the essence, and every gift is vital. Let’s get this done, Jackson!”

A critical ongoing element of the project’s ultimate success is support from fellow nonprofits and businesses in Jackson.

Katharine Conover, President of the Community Foundation of Jackson Hole (CFJH), expressed her hope for the project.

“The CFJH is inspired by this community-based project that brings hope for a solution to preserve an important part of [Jackson’s] history as well as a cherished outdoor gathering

space. We are delighted to have the opportunity to be a partner and supporter of this project," Katharine explained. "We are incredibly impressed by the widespread passionate support shown by the community to save the block."

A gift of any size, even if you've already given, will be counted toward this challenge.

To donate, visit savegenevieve.org, or by calling the Jackson Hole Land Trust office at 307.733.4707, in person at the JHLT office at 690 S HWY 89, Suite 101, in Jackson, or by mailing a check to the JHLT, PO Box 2897, Jackson WY, 83001.

You can also stay up-to-date on project announcements by following Save Genevieve on Facebook and @save_genevieve on Instagram.

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About the Save Genevieve Campaign

The Save Genevieve Campaign is led by a group of local citizens and nonprofit organizations who are working on a collaborative solution to preserve the historic buildings, greenspace, and community character of the Genevieve Block. The Save Genevieve group is comprised of Café G, LLC, an entity formed by an anonymous local family in order to provide the time and an opportunity needed to create and fundraise for a community solution, the Jackson Hole Land Trust, Northworks Architects and Planners, Cirque Consulting, Café Genevieve, Persephone Bakery, Healthy Being Café & Juicery and other committed community members. Learn more at SaveGenevieve.org.

About the Jackson Hole Land Trust

The Jackson Hole Land Trust is a private, non-profit organization that was established in 1980 to protect and steward the treasured landscapes of Northwest Wyoming including Fremont and Sublette counties. With over 55,000 acres protected, our vision is a legacy of protected open spaces, wildlife habitat, working lands and community spaces that inspire current and future generations. For more information, please visit jhlandtrust.org.