



JACKSON HOLE LAND TRUST NEWS
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Contact: Laurie Andrews

307.733.4707, laurie@jhlandtrust.org

Save the Block Announces New Million Dollar Challenge to Achieve \$4 Million by the Fourth of July

Jackson, Wyoming – With seven weeks until the fundraising deadline to save the historic block on the corner of Broadway & Willow in downtown Jackson, the Save the Block project partners are excited to announce the newest wave of challenges for the campaign.

After a successful Million Dollar May campaign in which the Jackson Hole Land Trust (JHLT) was challenged with securing 1,000 gifts in order to receive a \$1 million grant from an anonymous local family, the Save the Block project still requires an additional \$5 million to protect the land under threat of development by a 90,000 sq. ft. hotel.

This week an additional anonymous, \$1 million gift has been pledged to the JHLT in the form of another exciting fundraising challenge, this time with a double call to action for community members. The first component asks the community for 1,000 new gifts for the bounty of a new \$1 million match by July 4, 2019. The second component calls upon the community, for a dollar-to-dollar match of the \$1 million, stressing that every dollar makes a difference.

Since its launch, the Save the Block project has received almost \$2,500,000 with more than 2,200 gifts, as of June 15, 2019.

“The way that this community has rallied has been amazing and we are grateful for the participation in and excitement about this project,” said JHLT President Laurie Andrews. “This new challenge, if completed successfully, will be a significant stepping stone to our goal of raising \$7.5 million to protect the historic character and community greenspace on the block. As the deadline looms, we need everyone who can to show up and be a part of this community solution to Save the Block.”

The JHLT is going to celebrate the success of the \$4 million by the 4th campaign with a float in the Jackson Hole Chamber of Commerce’s Fourth of July parade. Staff, board, and project supporters will be marching in the parade to celebrate the ongoing progress of the campaign and the “superheroes” that have made it possible.

“We are hoping that the community’s participation inspires larger donors to step up and help us round out the final two months of this project,” JHLT Board Chair Jason Snider said. “It’s clear that this Block resonates with folks more than we could have ever imagined. Whether your kids watched clouds under the big cottonwoods, or you joined the outpouring of concertgoers at the Concert Series, or your parents and grandparents can recall the first time they enjoyed the shaded greenspace – this Block is filled with memories of joy and laughter from anyone that steps onto it.”

Local businesses have joined in on the efforts, sporting donation boxes in over 25 locations across town, in addition to the donation boxes at the Block businesses, Healthy Being, Café Genevieve, and Persephone.

The JHLT would like to thank these participating businesses for their support of the project: Teton Barber, Orvis, Headwall, Hungry Jacks, Wilson Backcountry, Aspens Market/West Side Liquor, 22 Home, Teton Sports Club, Big O Tires, Fitzgeralds, Shervins, Phillips 66, Verizon, Simply Mac, Rendezvous River Sports, Big R Ranch and Home, Lucky's, Express Lube, Pearl Street Market, The Hub, Stio, Starbucks on the Square, High Country Outfitters, Wyoming Outfitters, Eddie Bower, & Accentuate.

If your company or business would like to participate in any form, please contact the JHLT at 307.733.4707.

Community members are encouraged to engage with the Block by using the greenspace all summer. With monthly Summer Concert Series hosted on the Block, the JHLT, with help from other passionate local nonprofits, is adding programming for yoga, fly-fishing casting sessions, art projects, dance performances and more to the calendar. Large oversized letters spelling "Land Trust" sit on the greenspace, covered with doodles, quotes, and sketches from caring passersby, expressing their eagerness to keep the greenspace green.

To donate to the campaign, visit SaveTheBlock.org. You can also call the JHLT office, 307.733.4707, mail a check to PO Box 2897, Jackson WY, 83001, or stop by at 690 S HWY 89, Suite 101, in Jackson.

You can also stay up-to-date on project announcements by following Save the Block on Facebook and @save_the_block on Instagram.

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About the Save the Block Campaign

The Save the Block Campaign is led by a group of local citizens and nonprofit organizations who are working on a collaborative solution to preserve the greenspace and historic character of the Genevieve Block. The group is comprised of Café G, LLC, an entity formed in order to provide the time and an opportunity needed to create and fundraise for a community solution, by an anonymous local family, 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 SavetheBlock.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.