



JACKSON HOLE LAND TRUST NEWS  
**FOR IMMEDIATE RELEASE**

**Date: June 5, 2019**

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**Save the Block Announces Goal to Raise \$4M by July 4<sup>th</sup>**

**Jackson, Wyoming** – The partners of the Save the Block project are excited to announce the newest challenge for the campaign, to obtain \$4 million by the 4<sup>th</sup> of July.

After a successful Million Dollar May campaign in which the 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 \$5.5 million to purchase the greenspace and character defining easements on the Block.

The new \$4 million by the 4<sup>th</sup> campaign aims to bridge that gap, asking for an additional 1,000 gifts from community members, bringing a total gifts goal to 3,000 and continuing to place emphasis on the fact that every gift of any size matters.

With \$4 million raised by July 4, 2019, project partners would then have one month to raise adequate funds by the project's completion timeline, August 4, 2019.

Since its inception, the Save the Block project has seen over 2,000 gifts for a current total of \$2,200,000, as of June 3, 2019, raised in the campaign to preserve the greenspace and historic character of the Genevieve Block, tucked into the busy corner of Broadway and Willow in Downtown Jackson, WY.

JHLT is the project's lead fundraising organization and is both enlivened by the campaign's pace and excited to see the community step up to help round out the halfway point of the fundraising goal.

"The Jackson Hole Land Trust is thrilled by the vivacity of the Save the Block project. We hope that many more members of the community will join us in reaching our goal this summer," JHLT President Laurie Andrews explained. "We are unbelievably grateful for each and every gift, regardless of size, and know that without the generosity of our donors, we wouldn't be where we are today."

"Time is truly of the essence with this project. While we are so impressed by the quantity of donors that have given \$20, \$50, \$100, we hope this challenge also encourages those individuals that have been waiting for the opportune moment to make a big splash to jump into the action," said Jason Snider, Chair of the JHLT Board. "With fewer than 9 weeks before

the fundraising deadline, the Land Trust is now providing the chance for key community members to contribute to this incredible cause.”

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 Jackson Hole Land Trust plans to add programming for yoga, lawn game nights, fly-fishing casting sessions, art projects, dance performances and more to the calendar. Large oversized letters spelling “Land Trust” currently sit on the greenspace, inviting the community to doodle, write, and share what the space means to each visitor, available to the public at their convenience.

Additional details about the \$4 Million by the 4<sup>th</sup> fundraising campaign will be announced in the coming days, while the project’s vitality flourishes and the community’s commitment deepens to protect a slice of serenity in the heart of a bustling, ever-changing downtown Jackson, WY.

To donate to the campaign, visit [SaveTheBlock.org](http://SaveTheBlock.org), or call the JHLT office at 307.733.4707, stop by the JHLT office at 690 S HWY 89, Suite 101, in Jackson, or mail a check to the JHLT, PO Box 2897, Jackson WY, 83001.

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](http://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](http://jhlandtrust.org).