



JACKSON HOLE LAND TRUST NEWS
FOR IMMEDIATE RELEASE

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Deadline Extends, Providing Four Days to Save the Block
A final opportunity to complete fundraising for this community solution receives extension

Jackson, Wyoming – The race to Save the Block is quickly coming to a conclusion, with just four days to secure a final 425 gifts from the community, after an extension on the fundraising deadline was announced Monday afternoon.

The Jackson Hole Land Trust, leading the fundraising for the project, is emphasizing the need for quantity of gifts, as opposed to number of donors, in their “Last Chance” challenge to raise the remaining funds for the campaign to save the historic community greenspace on the Genevieve Block in downtown Jackson, Wyoming.

“The Land Trust is eager to finalize the campaign,” said JHLT President Laurie Andrews. “This is our Last Chance, and we need 425 gifts of any size. We encourage families and individuals to give as often as you’d like, and every gift matters.”

In late July, several anonymous donors, led by the local family that has been the lead partner on this project and currently has the property under contract, joined together to present the community with one final challenge to wrap up all aspects of fundraising just in time for the campaign’s deadline. The challenge gifts totaling \$1 Million are being leveraged for a last chance to Save the Block, under the stipulation that the project receives a total of 5,000 gifts by August 9.

As of August 5, upon receiving a four-day extension for fundraising, the total number of campaign gifts equaled 4,575 since the project’s launch in April 2019. Over \$6 Million dollars have been raised to purchase and protect the greenspace and to place character easements on most of the southern, Broadway-facing side of the block.

Through successful community challenges such as the nail-biting “\$4 Million by the Fourth” campaign and an awe-inspiring Million Dollar May, the JHLT’s efforts have been widely received throughout Jackson and across the state and country. Paired with the negotiated price reduction in mid-July, project partners are enthusiastic about the ability to cross the finish line in a timely manner.

“These last four days are truly our last chance to raise the gifts needed to Save the Block,” JHLT Board Chair Jason Snider explained. “The Land Trust staff and board are so grateful for the community’s enthusiasm to complete this incredible project, but we need everyone to step-up one last time to demonstrate how committed they are to protecting this block.”

The month of August will continue to play host to community events on the greenspace. A fourth installment of the Summer Concert Series, sponsored by Bank of Jackson Hole, is scheduled for August 14, featuring musicians Pete Muldoon joined by Brent Moyer, Phil Round, and Wendy Colonna. Yoga on the greenspace, sponsored by First Republic Bank, takes place Tuesdays at 12:15 PM and Thursdays at 9 AM, led by local instructors Lexi Baier and Deidre Norman, respectively.

Visit savetheblock.org to donate, or contact the Land Trust office by calling 307-733-4707, or stopping by at 690 S Hwy 89, Suite 101, in Jackson.

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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 to provide the time and opportunity needed to create 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 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.