



ALLIANCE

FOR AMERICA'S FISH & WILDLIFE



Investing in the Future of our Treasured Resources

What is the Alliance for America's Fish and Wildlife?

The Alliance for America's Fish and Wildlife's purpose is to secure funding for much needed conservation of our most precious natural resources, our fish and wildlife.

This campaign represents the strong partnership created by the Blue Ribbon Panel on Sustaining America's Diverse Fish & Wildlife Resources. The Panel consists of 26 members representing the outdoor recreation retail and manufacturing sector, the energy and automotive industries, private land-owners, educational institutions, conservation organizations, sportsmen's groups and state and federal fish and wildlife agencies.

Our goal is to partner with responsible Americans and provide a solution to conserving our natural resources for future generations.

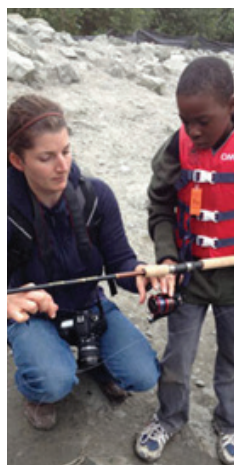
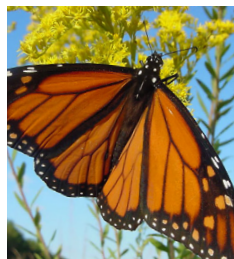
America's Fish and Wildlife Heritage

Our nation's fish and wildlife are among its most valuable resources, along with clean air, water, healthy forests and agricultural lands that support all of us.

Our quality of life, outdoor heritage and prosperity are tied to the health and sustainability of these treasures. There are countless benefits of connecting Americans with nature, including:

- Increasing quality time with family and carrying on traditions through fishing, hunting, birdwatching, camping, biking, boating and various other forms of outdoor recreation.
- Physical and mental health increases when we spend time in nature. Even a short amount of time outdoors each day can improve concentration, reduce stress, lower blood pressure and improve mental health, all of which can help prevent disease.
- Ensuring there is a next generation of conservationists.

Responsible Americans hold their country's resources dear, and our goal is to make sure future generations will have the same available resources and outdoor opportunities.



How Our Wildlife is Currently Funded

Congress requires each state and U.S. territory to develop a State Wildlife Action Plan – a proactive, comprehensive conservation strategy which examines health and recommends actions to conserve wildlife and vital habitat before they become more rare and costly to protect. License fees and excise taxes help, but are not enough. There just isn't enough money in the budget to implement these plans and that leaves our states without the ability to conserve all fish and wildlife.

Primary Challenge to Conserving American Wildlife

As our nation's population increases, so does the stress we put on our shared natural resources. When a species is pushed to the brink and becomes endangered, society risks losing a piece of our natural environment that we may never get back.

If this trend of underfunding continues, fewer Americans will understand the importance of or need for fish and wildlife conservation. Not only obscure species are on or at risk of landing on the endangered species list, but those familiar to many Americans, including:

Golden Eagle

Eastern Oyster

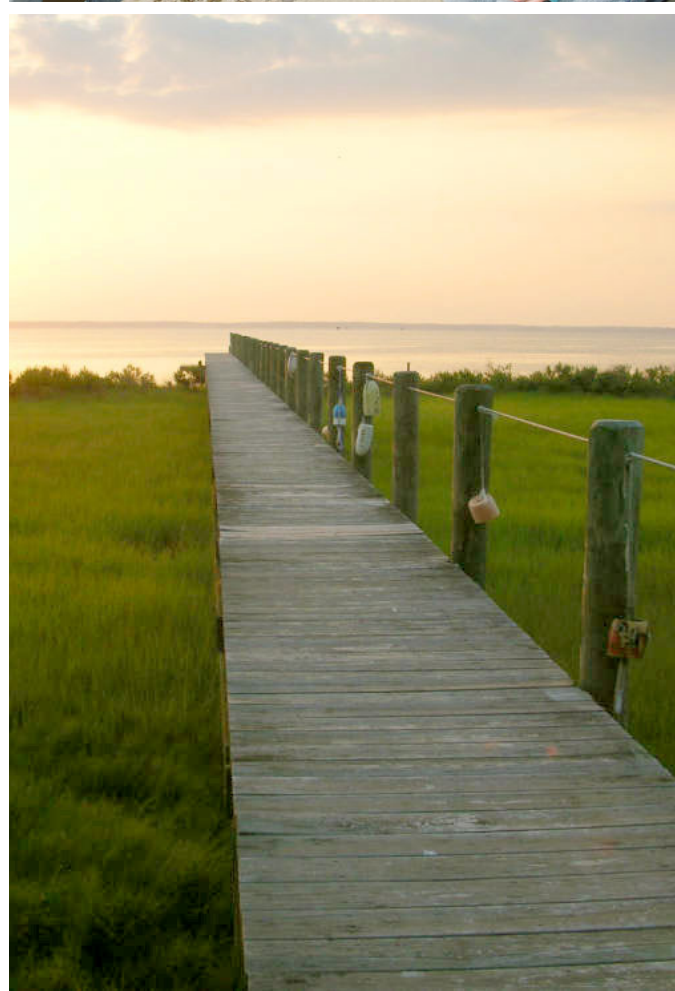
Black-Footed Ferret

New England Cottontail

Monarch Butterfly

Working Together for the Future of all our Precious Resources

A lot is at stake if we don't act soon. Every American benefits when we have healthy and accessible fish and wildlife. We need to start down a new path where we invest proactively in conservation rather than reactively. Doing so will help us avoid contentious endangered species battles that inhibit business, slow the economy and pass on the high cost of species recovery to the next generation. We invite you to join us in our quest to advance a 21st century vision for conservation of our valuable natural resources.



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