



#NATURE  
FOR ALL



## FOR IMMEDIATE RELEASE

### World's Leading Conservation Organizations Join Forces to Connect People to Nature

Honolulu, Hawaii — Elevating the importance of people and global cooperation, the IUCN's #NatureForAll Campaign has attracted over 90 organizations prior to its September 2nd launch at the 2016 IUCN World Conservation Congress in Hawaii.

#NatureForAll is a global campaign founded on a simple idea: the more people experience, connect with, and share their love for nature, the more support there will be for its conservation in the future. It is coordinated by leaders within the IUCN, primarily through its Commission on Education and Communication (CEC) and World Commission on Protected Areas (WCPA).

The IUCN is the world's oldest and largest global environmental organization, a membership union with almost 1,300 government and civil society organizations.

"It's becoming more and more clear that the issues the planet is facing now require all hands on deck to shift the course we're on," stated Alison Sudol, musician, actress, author and IUCN Goodwill Ambassador. "#NatureForAll is a bold and exciting step for the IUCN and the multitude of incredible organizations that have come aboard. It is a call to create fresh and inspiring ways of helping people all across the world, from all walks of life, connect with nature, and help them discover their unique and vital role in its conservation. It's an exciting challenge, and one I'm thrilled to be a part of!"

For the past month, an open call has invited organizations who align with this mission and spirit to join the #NatureForAll Campaign and its community of practice. Since that invitation, it has garnered unprecedented support and partnership from organizations across different sectors. Formal partners now range from global conservation actors such as the World Wildlife Fund, The Nature Conservancy, Wildlife Conservation Society and Google Earth Outreach, the Global Environmental Facility, to local and national organizations like Youth Lead (China) and CCEC (Bangladesh).

Partner organizations have been pledging their support and alignment with the #NatureForAll mission. In an official statement, National Geographic Society promised "to support #NatureForAll in its goal to inspire a new generation to connect with nature. Through the world's best scientists, photographers, journalists and filmmakers, National Geographic connects our global community and inspires action towards conservation."

The collaborative campaign will launch at the 2016 IUCN World Conservation Congress, hosted in Hawaii from September 1st to 10th. Its launch event at 11:00 on September 2nd will be open to the public. It will be held on the Level 1 Exhibit Hall of the Hawaii Convention Center, within the #NatureForAll Pavilion.



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The World Conservation Congress is the world's largest and most inclusive environmental decision-making forum, designed to define the future path for nature conservation. This year's congress theme, "Planet at the Crossroads", emphasizes that nature conservation and human progress are not a zero-sum game. It serves to reinforce the idea that credible and accessible choices exist that can promote general welfare while supporting and enhancing our planet's natural assets.

Mike Wong, Co-Chair of the IUCN joint task force for #NatureForAll and Regional Vice-Chair of WCPA emphasized that "the time to unite our collective efforts and to bring in new sectors and perspectives into the conservation discussions within the IUCN is now. To be successful, it is essential we move forward together."

Sean Southey, CEC Steering Committee member and Wong's task force counterpart, stressed the relevance of #NatureForAll for IUCN's mission. "The campaign aims to strengthen the sustainability of IUCN's programming by ensuring that a new generation of environmentalists is compelled to join global conservation efforts."

#NatureForAll will collaborate in scaling up existing projects and bringing new audiences into the conservation conversation. It aims to raise awareness and motivate people from all walks of life to embrace nature and its values; to facilitate opportunities for all to experience and connect with nature; and to create transformational moments that become pathways to lifelong personal connections and commitments to conservation action.

**For more information on the #NatureForAll Campaign, please contact Mike Wong or Sean Southey:**

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