

NATIONAL PUBLIC LANDS DAY 2003

Lake Mendocino

September 20, 2003

Ukiah, CA – Lake Mendocino’s day-use, campgrounds, and facilities will be enhanced as Mendocino County residents lend a hand on the largest annual single-day volunteer restoration effort for public lands.

Volunteers from local businesses, clubs, and families will pitch in at Lake Mendocino to paint, plant trees, and cleanup the park as part of the 10th annual National Public Lands Day (NPLD) on Saturday, September 20. Registration will take place from 7-8 a.m. at the Pomo B day-use shelter. Volunteers will participate in service projects from 8 a.m.-noon. At noon a free raffle and BBQ lunch will be provided to volunteers with prizes and food donated from local businesses. Volunteers will have the option to camp one night free of charge in Kyen Campground. Please R.S.V.P. through the Lake Mendocino Park Office at (707) 462-7581. Boat ramp launch fees will be waived for all members of the public on National Public Lands Day.

Sponsored by Toyota Motor Sales USA, NPLD brings thousands of volunteers throughout America together to refurbish and restore the country’s public places. These are lands and facilities used for recreation, education, and just plain enjoyment. They encompass national parks, monuments, wildlife refuges, forests, grasslands, marine sanctuaries, lakes, and reservoirs managed by federal government agencies, but belonging to, and enjoyed by, all Americans. NPLD’s 2003 theme is “Lend A Hand To America’s Lands.”

“Each year, thousands of Americans demonstrate the importance of our country’s lands by contributing millions of dollars worth of labor and supplies on National Public Lands Day,” said Kevin Coyle, president of The National Environmental Education & Training Foundation (NEETF), which coordinates the effort. “This day-long event embodies the national focus on volunteerism and reflects the country’s commitment to preserving its public places for future generations.”

Nearly 80,000 volunteers are expected at 500 sites for NPLD 2003. NEETF estimates that the volunteers’ work, along with community contributions of food, tools, and equipment, will result in more than \$8 million of improvements and provide the “Helping Hands for America’s Lands.”

For the fifth consecutive year, Toyota is the national NPLD sponsor. Sponsorship of national and regional environmental preservation projects is one of many areas in which Toyota has proven environmental stewardship. Toyota operates under a Global Charter that makes caring for the earth a priority. The company created the world’s first mass-produced, clean-running gas/electric hybrid car,

the Prius, which has received numerous environmental awards, most notably from the Sierra Club and National Wildlife Federation.

By educating volunteers at work sites across the country, NPLD maintains the legacy of the Civilian Conservation Corps, an army of 3 million Americans who in the 1930's countered the devastation of the Dust Bowl and the American chestnut blight by planting more than 3 billion trees, building 800 state parks, and fighting forest fires.

Since its inception in 1994, NPLD has dramatically demonstrated Americans' concern for their public lands. The first event was sponsored by three federal agencies and attracted 700 volunteers to three sites. Last year, nine federal agencies and 125 state and local partners supported the efforts of some 70,000 volunteers at 426 sites.

The nine participating federal agencies are the National Park Service, USDA Forest Service, US Fish and Wildlife Service, Army Corps of Engineers, Bureau of Land Management, Bureau of Reclamation, Department of Defense, Environmental Protection Agency, and Tennessee Valley Authority. Other event partners are the Boy Scouts and Girl Scouts, National Association of Service Conservation Corps, Wonderful Outdoor World, Garden Club of America, National Parks Conservation Association, and International Mountain Bicycling Association.

Chartered by Congress in 1990, NEETF is a private non-profit organization that develops and supports environmental learning programs to meet social goals, and builds partnerships between government, the private sector and non-governmental organizations.

For more information contact Kevin Heape at (707) 462-7581 ext. 14 or see a list of NPLD sites, activities, contacts, and downloadable photos from past events on www.npld.com.