



FOR IMMEDIATE RELEASE!

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Land Conservancy & SLO City Successful in Raising Froom Ranch Funds

With over 300 separate donations from the local community, The Land Conservancy of San Luis Obispo County and the City of San Luis Obispo have surpassed the campaign funding goal to purchase Froom Ranch for Open Space in the City's expanding Greenbelt. Key to the success of the local campaign were anchor donors Don & Mary Smith who gave \$10,000 at the very beginning of the project, and SunPower Corporation who helped close the deal with a recent \$10,000 contribution to the project.

“Without the philanthropy and commitment of local people like Don & Mary Smith and businesses like SunPower, conservation projects like this would simply not be possible,” said Bob Hill, LCSLO Executive Director. *“The Land Conservancy and the community are also indebted to the major project funding partners that provided 90% of the resources required to conserve Froom Ranch. This project exemplifies the need for collaboration and strategic partnerships to successfully conserve local lands.”*

The purchase and creation of Froom Ranch Open Space was primarily funded by Measure Y, Land & Water Conservation Fund and The Nature Conservancy but an additional \$60,000 in funds were required to complete the project.

“I am continually amazed by the generosity of the citizens of San Luis Obispo” said City Natural Resources Manager Neil Havlik. *“We knew from the beginning of the Froom Ranch project that there would be a need for local fundraising to reach our goal, and now for the fourth time our citizens have stepped forward with their own funds to help make local conservation projects happen. I can only say thank you all SO much for your support.”*

The City of San Luis Obispo's Natural Resources Protection Program and The Land Conservancy of San Luis Obispo County raised \$63,000 in local donations over the last three months to create **Froom Ranch Open Space**; a 310 acre property that will offer new recreational opportunities and wildlife viewing in the SLO Greenbelt.

All funds raised beyond the project needs go to *The Land Conservancy's Visionary Vistas Fund* to permanently protect other unique and stunning landscapes in San Luis Obispo County. Project leaders give special thanks to the following major community donors:

- **Don & Mary Smith**
- **SunPower Corporation**

The Land Conservancy of San Luis Obispo County
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- Petit Soleil Bed & Breakfast
- Libbie Agran
- Richard Alberts
- Barbara Bell
- William Henry Crew
- Don & Ellen Dollar
- Lonnie & Pat Hood
- William Luffee
- Kim Murry & Jeff Whitener
- Paul Robinson
- Bob Scheulen & Kim Wells
- Carol & Warren Sinsheimer Foundation
- Paul Vanderheyden & Lucia Cleveland
- MaryAnn Vasoncellos & Dave Smiley
- Anonymous (2)

Froom Ranch Open Space will significantly enhance the existing 6,000 acre greenbelt of conserved lands around the City of San Luis Obispo. Not only does open space make San Luis Obispo more healthy and livable, but it also attracts important tourist dollars and protects our critical resources and municipal infrastructure. Havlik stated that he was hopeful that the acquisition could be completed by July and the site possibly opened for public use by early fall.

Tax-deductible donations to other projects like Froom Ranch should be sent to:

- The Land Conservancy of San Luis Obispo County
547 Marsh Street, San Luis Obispo, CA 93401
- Donate online at www.LCSLO.org

**All donations raised beyond the Froom Ranch project goal will go to The Land Conservancy's Visionary Vistas Fund to be restricted for future land acquisitions.*

The Land Conservancy of San Luis Obispo County is a community-based, nonprofit land trust working to protect and restore local lands with scenic, cultural and historic values. Their efforts help protect drinking water sources, prevent poorly planned development, restore wildlife habitat and promote family farmlands and ranches in this region. Since its formation in 1984, The Land Conservancy has worked with community partners to permanently protect over 10,000 acres of land in San Luis Obispo County. For more information visit www.LCSLO.org or call (805) 544-9096.

Froom Ranch Open Space acquisition project is a joint partnership led by the City of San Luis Obispo Natural Resources Protection Program in collaboration with The Land Conservancy of SLO County.