

The Land Conservancy OF SAN LUIS OBISPO COUNTY

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VISIT US ONLINE AT: WWW.LCSLO.ORG

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Walk for Nature Conservation: Challenge yourself to a Green Feat

SAN LUIS OBISPO, CA – With springtime just around the corner, The Land Conservancy of San Luis Obispo County has taken one step forward in partnering with Green Boot Media - an organization that offers a FREE installation of an iPhone pedometer application, to monitor and submit your steps in favor of conservation through The Land Conservancy of San Luis Obispo County.

With this Green Boot pedometer, you can walk to promote nature and conservation in a fun and healthy way! Through the Green Boot Media efforts, approximately 15% of their advertising profits are donated to partnered charities and agencies, just like The Land Conservancy of San Luis Obispo County. The agency, with the higher percentage of steps submitted in its favor, receives a higher amount of the 15% profit. Starting in the fall of 2011, Green Boot Media will calculate the percentage of the total steps submitted in favor of The Land Conservancy and will use that number in determining our percentage.

Start making your move towards conservation today and download the Free application:

- **Step One:** Download Green Boot Media Version 1.3 from:
<http://itunes.apple.com/us/app/greenbootpedometer/id382417952?mt=8>
- **Step Two:** Find cell phone coverage before walking (*If you see ads, you're covered*)
- **Step Three:** Remember to press the "Lock" button
- **Step Four:** Don't forget to submit your unique code before your done
- **Step Five:** Walk as much as possible!



What can you do to help The Land Conservancy earn more steps towards conservation?



- Contact local walking groups to support The Land Conservancy when out exercising
- Remember to use your application on the same day of every month for 2 hours
- Post once a month on your blog about Green Boot and encourage participation
- Promote Green Boot at your events in support of The Land Conservancy
- Gyms have treadmills! Ask gym friends to track their steps while on the treadmill
- Spice up your email signature and include a link to the Green Boot URL
- Encourage Green Boot participation in your brochures, website, and flyers
- Tell one friend a day about Green Boot and ask them to give it a try

More details and information about Green Boot Media can be found by visiting:
www.GreenBootMedia.com, or by contacting The Land Conservancy of San Luis Obispo County at: lc@LCSLO.org or (805) 544-9096.

The Land Conservancy of San Luis Obispo County is a local nonprofit working to protect and restore land for the benefit of people and wildlife. Since its formation in 1984, The Land Conservancy has led collaborative efforts to permanently protect over 11,000 acres of land in San Luis Obispo County. For more information visit www.LCSLO.org or call (805) 544-9096.

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