

CAMPAIGN FOR THE CALIFORNIA DESERT

Protecting Our Legacy, Strengthening Our Future

A LEGACY IN TROUBLE

From painted mountains to hidden springs, from world-famous wildflowers to majestic herds of bighorn sheep, Americans have long been drawn to the stark beauty of California's desert. We boast some of the most spectacular scenery in the nation, and that has made tourism and recreation an essential part of our local economy. The desert is also a bridge to our local pioneering and homesteading roots. To this day, you can still follow pristine mountain streams, migrating wildlife and historic trails for hundreds of miles, and experience a place where little has changed over thousands of years. But the desert we all love is being squeezed by two of the fastest growing regions in the nation. If we do not act fast, those connections, and the economic opportunities they represent, will be broken forever by poorly planned development. While there is adequate room in the region for responsible development, we can all agree that some places are best left unchanged.

A HISTORIC OPPORTUNITY

Thanks to the vision and leadership of Senator Dianne Feinstein (D-CA), Americans have a historic opportunity to protect the spectacular desert heritage, which is the lifeblood of our region's tourism economy, for our children and grandchildren. Her proposal, the California Desert Protection Act of 2011, offers a chance to connect and conserve valuable waterways, migration routes for wildlife, and the recreational and historic trails that support our way of life –while they are still intact. Among those historic trails is Route 66, which Smithsonian Magazine recently named as one of the 10 Must-See Endangered Cultural Treasures and which could be a magnet for tourists wanting to relive California's pioneering past. Her bill would also build on conservation strategies that have worked in the past in order to protect our valuable desert resources for the future. Those strategies includes the creation of two new national monuments that would provide new recreation opportunities and give people a chance to experience iconic wildlife like bighorn sheep and golden eagles.

HOW YOU CAN HELP

Whether you care about increasing opportunities for recreation and tourism for the local economy, safeguarding clean water, or protecting endangered wildlife, we all have a stake in helping Senator Feinstein pass the California Desert Protection Act of 2011. Please take a moment to thank those leaders who have already expressed their support and to urge others to do the same. Visit www.californiadesert.org/take_action to write a letter to your representative in Congress.

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