



FOR IMMEDIATE RELEASE
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FLORIDA FOREVER 2010 CALENDAR

**Florida's leading nature photographers celebrate the state's most endangered lands
in LINC's fourth annual conservation calendar.**

Tampa, Fla.--The Legacy Institute for Nature & Culture (LINC) announces its latest conservation photography calendar: Florida Forever. The 2010 calendar--the fourth in a series--is a collaborative work featuring 12 of the state's leading nature photographers focused on a selection of Florida's vulnerable but spectacular landscapes.



"These photographs celebrate the best of natural Florida and champion its survival," says Carlton Ward, Jr., LINC founder and eighth-generation Floridian. "For more than two decades, the state's Florida Forever program has been protecting sensitive land from development. Yet more than a million acres of land and water remain high-priority for protection. We hope that this wall calendar serves as a daily reminder to all Floridians of the important natural resources that need our attention."

The calendar shares landscapes from across the state, selected from the Department of Environmental Protection's top-21 endangered sites. Each locale is celebrated by beloved leaders in the emerging field of conservation photography: Chad Anderson, Kevin Barry, Clyde Butcher, Will Dickey, John Moran, David Moynahan, Jeff Ripple, James Shadle, Mac Stone, Jim Valentine, Carlton Ward, Jr., and Eric Zamora. Their photos reveal stunning vistas, endangered waterways, and fragile ecosystems that could all-too-easily be replaced by houses, shopping malls, restaurants, and parking lots.

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Contributing conservation photographer, Chad Anderson of Big Pine Key, reflects on his cover photo. "This image shows the endangered Key deer in its native mangrove habitat in the lower Keys. The smallest sub-species of the North American white-tailed deer, the Key deer typically weighs less than 80 pounds and stands less than waist high on most people. Key deer were threatened by over-hunting until it was prohibited in the early 1950s. While we can be proud that after half a century their population has increased, dramatic changes in the Keys have led to new threats from habitat loss and fragmentation, collisions with cars and illegal feeding. Unless we take steps now to protect their native habitat through programs like Florida Forever, the future of the Key deer will remain uncertain."

Eric Draper, Deputy Director of Audubon of Florida, offers his views in the opening pages of the calendar: "Imagine the place in Florida you will discover, the place that you will fall in love with. See the terrain, the colors, the life. See yourself helping to save that special place. The places showcased in this calendar, like the places in your imagination, are not yet protected. These places have been loved, envisioned and evaluated, yet remain in danger of being lost."

The Florida Forever 2010 Conservation Photography Calendar measures 9-by-13 inches (32pp.) and is available from the University Press of Florida (www.upf.com | 800.226.3822) for \$15. Please contact LINC at info@LINC.us or 813.362.4825 to discuss volume discounts (orders of 10-39 are \$10/calendar, 40-99 are \$5/calendar, 100 plus are \$5/calendar). The calendars can also be resold to raise funds for schools, clubs, and community organizations. Calendar sales will help enable educational outreach supporting Florida Forever, as well as conservation photography fellowships and scholarships by LINC.

The mission of Legacy Institute for Nature & Culture (LINC) is to raise awareness for natural environments and cultural legacies, educate about important connections between human societies and natural ecosystems, and promote conservation of natural heritage. Learn more at www.LINC.us.

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The Florida Forever 2010 Conservation Photography Calendar was made possible through the generous support of lead sponsors Baldwin Connelly Group and Mitigation Marketing, joined by Tom Arthur; Archbold Biological Station; Audubon of Florida; Cedar Key Aquaculture Association; Entrix; Environmental Resource Marketing; E.O. Wilson Biophilia Center; Family Lands Remembered; Florida Wildlife Federation; GenSpring Family Offices; Hill Ward Henderson; Nokuse Plantation; 1000 Friends of Florida; Scrub Conservation Bank; Sustainable Florida, Collins Center; Tucker Hall Public Affairs & Public Relations; and Wildlands Conservation.