**PRESS RELEASE**

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**Contact**:

***[NAME OF CONTACT, INCLUDING PHONE NUMBER AND EMAIL ADDRESS***

**Migratory Bird Joint Ventures: Marking 25 Years of Partnerships for Bird Conservation**

On March 21, 2012 the **[*INSERT NAME OF YOUR JV*]** will come together with partners from across North America to celebrate twenty-five years of innovative partnerships for bird and habitat conservation.

**[*INSERT 2-3 SENTENCES ABOUT YOUR JV’S SPECIAL EVENT OR ACCOMPLISHMENTS. WHAT DO YOU WANT THE READER TO DO OR UNDERSTAND? HOW IS YOUR JV IMPORTANT TO READERS?]***

Since the North American Waterfowl Management plan called for the establishment of Joint Ventures in 1986, they have emerged as the international model for partnership-driven conservation. Joint Ventures bring together private landowners, hunters, birdwatchers, tribes, non-profit organizations, universities, government agencies¸ and industry to cooperate in the planning and implementation of projects to conserve and enhance bird habitat.

Starting with just three Joint Ventures in 1987, more than two dozen now cover the North American landscape from the far northwestern boreal forest of Canada to the Florida Keys and into Mexico ***[CONSIDER HIGHLIGHTING DIFFERENT HABITATS TO BEST SUIT YOUR GEOGRAPHIC LOCATION]****.* Guided by the bird conservation initiatives, Joint Ventures have expanded their work to include not only waterfowl, but landbirds, shorebirds, waterbirds, and game birds, while adapting in other ways to address emerging challenges.

This year, 2012, marks the 25th anniversary of the Joint Ventures. During this time, Joint Venture partners have conserved nearly 16 million acres of critical wildlife habitat.

“For 25 years, migratory bird Joint Ventures have worked to protect and restore landscapes that support healthy bird populations, sustain livelihoods, and provide nature’s benefits to people and wildlife,” said [***INSERT NAME AND TITLE OF PERSON BEING QUOTED; CUSTOMIZE QUOTE AS NEEDED AND ATTRIBUTE TO JV COORDINATOR, MANAGEMENT BOARD CHAIR, OR OTHER PARTNER, OR REPLACE WITH YOUR OWN QUOTE.***]. “We share a vision of a landscape where native birds thrive, and we believe that human well-being depends on healthy lands, waters, and wildlife. By bringing together diverse partners, Joint Ventures protect the landscapes that birds, and people, rely upon for survival.”

***[ADD 1-2 SENTENCES OF WRAP-UP INFORMATION ABOUT YOUR OWN JV’S ACCOMPLISHMENTS OR HIGHLIGHTS.]***

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