



# Friends of Gualala River

PO Box 1543 Gualala, CA 95445 ~ 707-886-5182

Please visit our website at: [www.GualalaRiver.org](http://www.GualalaRiver.org)

## **NEWS FLASH! Friends of the Gualala River is on a roll!**

Dear Friends,

**FOGR (Friends of the Gualala River) hit the media jackpot**

**in 2011** by landing coverage of our local environmental issues in The LA Times,

The New York Times, 250 outlets of The Associated Press, The Washington Post, The Huffington Post,

The Press Democrat, and the list goes on! Go to our website, [www.GualalaRiver.Org](http://www.GualalaRiver.Org), to read how each one of

these major news outlets covered opposition to California's largest proposed deforestation projects to date.

We also attracted incredulous and sympathetic ears with our opposition against redwood forest-to-vineyard conversions when **90 THOUSAND people signed a petition** to stop these developer's plans to destroy redwood forests.

Following the summer news media headlines and petition, the major investor in Preservation Ranch, CalPERS (the state employees retirement system) actually **fired the manager/developer** who conceived and promoted Preservation Ranch! **The project is not dead**, but this major shake-up provides us a brief opportunity to convince CalPERS to **withdraw the vineyard conversion project**. This is a threshold year for our campaign to stop this precedent-setting project, and we need your support now more than ever before.

**The Friends of the Gualala River is the watershed's only strong advocate.** FOGR is not only resisting these conversion threats (i.e., "Preservation Ranch" and the Spanish "Codorniu/Artesa" project), but is also spearheading efforts to save some of the watershed's last remaining ancient old growth redwood stands just above Gualala. These big trees are habitat for the endangered seabird, the Marbled Murrelet. Go to [www.GualalaRiver.Org](http://www.GualalaRiver.Org) to find out more.

Our success in the coming months countering these mega-projects depends on our ability to **hire the qualified scientific experts** to make our case during the extensive permit process of these proposals.

Please see yourself as a member of our team, all of us united in resolve to hold on to the promise of recovery for these **abused, but recovering forests and waters**. Take a big breath, a moment to reflect, and then a couple of minutes to make a donation to support your fellow all-volunteer team members at the highest level you can - consider what is at stake. We have a chance right now to be active and successful in securing a healthy future for the beautiful watershed we all enjoy and call home.

With a **fundraising goal of \$35,000**, the amount necessary to successfully mount a campaign against these wealthy developers, we need donations both small and angelically large.

We are keeping this fundraising appeal short and sweet. FOGR is hoping that if you need any other information to convince you that this local, hardworking organization is worthy of your financial support, the case will be made by a quick visit to our very complete website: [www.GualalaRiver.Org](http://www.GualalaRiver.Org) ~ You can also donate securely at our website. ~

Many thanks in advance for your consideration and generosity.

Sincerely, Chris Poehlmann ~ Friends of the Gualala River

*Thank you for your generous support!*