3rd Annual
P-22 DAY
AND URBAN
WILDLIFE WEEK
October 21-27, 2018
Griffith Park

THIS COUGAR
CAN COEXIST!

WWW.URBANWILDLIFEWEEK.ORG
Join us for the third annual P-22 Day & Urban Wildlife Week!

For over 80 years, The National Wildlife Federation has worked to unite all people around a shared love of nature and wildlife. Through this series of events spanning over a week and through multiple cities in the Los Angeles area, we convene an array of partners to connect wildlife and people to each other in a welcoming and inclusive community event that celebrates diverse perspectives about the natural world.

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Meet P-22

LA’s Hero and Model for Coexistence!

People across Los Angeles and around the world are rallying around the inspiring story of a mountain lion hero known as P-22 and his story has been featured in *The New Yorker*, *Wall Street Journal*, *Los Angeles Times*, *National Geographic*, *CBS News*, *BBC World News*, *NPR*, *60 Minutes*, and is the subject of a book, *When Mountain Lions Are Neighbors*, and a documentary film, *The Cat that Changed America*.

P-22, born in the Santa Monica Mountains, made an incredible journey across two of the busiest freeways in America—the 101 and the 405—to find a home in Los Angeles’ Griffith Park. P-22’s story is fueling a new conservation movement, showing that wildlife and people can coexist in mutual wonderment. Check out P-22’s Facebook page!

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Highlights From 2017's P-22 Day & Urban Wildlife Week

P-22 Day featured over 100 fun and educational exhibits and activities.

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Over 5,000 people attended the second annual festival in Griffith Park.

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The Festival featured a Virtual Reality cinema about mountain lions and the wildlife crossing!

Mati Waiya, Executive Director, Wishtoyo Chumash Village did a Chumash Blessing at the site of the wildlife crossing.

Hikers of all ages walked 50 miles retracing in P-22’s journey to Griffith Park.

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Students across the region did projects about P-22 and the wildlife crossing in their classrooms.

Students also performed on stage in honor of P-22!

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Boeing generously donated $160,000 for the wildlife crossing and educational programs.

Audiences loved the performances by Grammy® Award winning East LA Chican@ rock group, Quetzal.

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The Santa Barbara Zoo’s IMPROVology performers brought a hilarious family-friendly mashup of science and comedy.

Councilmembers David Ryu and Paul Koretz honored biologist Miguel Ordeñana, who helped discover P-22.
CAPTIVATING SERIES
OF EVENTS & EXPERIENCES

The week includes an array of events for all ages and across multiple cities—from the Santa Monica Mountains to Los Angeles. Our two flagship events serve as the framework for a week of unique experiences.

Following the Footsteps of P-22, October 23-27

For 5 days and more than 50 miles, NWF’s California Regional Executive Director, Beth Pratt-Bergstrom, and many partners will walk through the Santa Monica Mountains and Los Angeles—taking a similar path to the one that P-22 may have followed. Their journey, tracked virtually by millions worldwide, will illustrate how the promise of connectivity is integral not just for the future of mountain lions, but for all wildlife such as salamanders, birds and butterflies.

P-22 Day & Urban Wildlife Festival October 27

Our urban wildlife walk will culminate on October 27th in LA’s Griffith Park. This community-wide festival, touted as P-22 Day, honors the world’s most famous mountain lion and will include a number of fun activities such as music and dance performances, an animal puppet show, a children’s art contest, nature hikes with park rangers, demonstration gardens, and much more! Ranger Rick and “P-22” will both be making appearances, along with several other celebrities and distinguished guests. The Grammy® Award winning East LA Chicano rock group, Quetzal, will lend once again their distinct sound to the Festival, including music from their album, Quetzanimales. Also performing will be the cool group

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Student Learning Opportunities and Celebrations
Students from schools across the Los Angeles area will showcase their urban wildlife projects in music, dance, speeches, theater, science projects, art and more!

VIP Events
Intimate VIP events will be hosted during the week—gathering local civic leaders, celebrities and philanthropists involved in the wildlife crossing cause.

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Wildlife needs connectivity just like we do, and we need connections to wildlife—this coexistence concept is what drives The National Wildlife Federation’s vision for California and Los Angeles. In collaboration with our many partners, we work to immerse people in nature and find ways to link urban areas and open space to ensure both wildlife and people will thrive.

Connecting LA, the Federation’s wildlife conservation strategy in the region, is a multi-layered project that seeks to transform human infrastructure into greenspace to create linked corridors for the betterment of both wildlife and people. One of our keystone projects in this work, our #SaveLACougars campaign, advocates for the building of a wildlife crossing over the 101 Freeway, addressing one of the most vital corridors in the region.

The proposed wildlife crossing at Liberty Canyon in Agoura Hills will likely be the largest and only urban wildlife crossing of its size in the world—a powerful model for future projects. This living bridge will help save a population of mountain lions from extinction (P-22’s relatives) and also reconnect an important ecosystem for all wildlife in the region.

The National Wildlife Federation and our fundraising partner, the Santa Monica Mountains Fund, are committed to working with philanthropists, foundations, corporations and the public to secure the funds needed to make this crossing a reality. Visit www.savelacougars.org for more information.

“This is a vital crossing in one of the last undeveloped areas on the 101, and building a safe passage gives us a chance to ensure the future of the mountain lions in the Santa Monica Mountains and Los Angeles area.”

– DR. SETH RILEY, NATIONAL PARK SERVICE
GET INVOLVED!

Volunteer Opportunities
We’ll need a host of volunteers for these events, from sharing on social media, to staffing at the events, to a support crew for the hike—along with many other roles!

Educational Booths & Exhibits
If you are a non-profit organization, government agency, educational institution or researcher, free booths are available for the P-22 Day Festival on October 27th to showcase your urban wildlife work.

Sponsorship Opportunities
Would you like to be recognized as an event sponsor? We have packages available—see next section on how you or your business can support these exciting events.

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P-22 Day & Urban Wildlife Week by the Numbers

P-22 Day & Urban Wildlife Week events span 7 major cities in the Los Angeles area, which includes a population of 18 million people, and contains the second largest school district in the country with over 700,000 students and 1,300 schools. Over 10 million people visit Griffith Park, the site of the P-22 Day Festival, every year.

The 5 day hike “Following in the Footsteps of P-22” covers 50 miles starting in Agoura Hills in the Santa Monica Mountains, and ends in Griffith Park, with the start of the P-22 Day Festival, which drew over 5,000 people last year.

The National Wildlife Federation has 6 million supporters nationwide, which includes over 1.3 million followers on Facebook, 600K on Twitter, 154K on Instagram, Email newsletters subscribers of 1 million, Over 1.2 million monthly hits to its website.

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Series Sponsorship Opportunity

Sponsors of P-22 Day and Urban Wildlife Week will be recognized locally in Los Angeles and across the Santa Monica Mountain region. Recognition opportunities include sponsor promotion on pre-event banners and on signage posted in and around Griffith Park. A dedicated P-22 Day & Urban Wildlife Week microsite, press releases, event promotion pieces, and inclusion on event postings placed on the National Wildlife Federation’s national website, blog and social media outlets will provide far-reaching digital impact.

Your sponsorship will help us make a difference in providing opportunities for all citizens to experience the outdoors and nature in welcoming and accessible spaces.

SPONSORSHIP LEVELS

Presenting: $100,000
We’ll celebrate our single Presenting Sponsor in all physical, digital, and print collateral associated with the series. Additional benefits include access for 10 at VIP events, a prominent booth space at the wildlife festival, and a speaking opportunity alongside civic leaders and celebrities at Griffith Park.

Premier: $50,000
The two Community Sponsors will be featured in all physical, digital and print collateral associated with the series. Additional benefits include access for 5 at VIP events, booth space at the wildlife festival and representative presence on stage during Griffith Park.

Supporting: $25,000 Contributing: $5,000
Community: $10,000 Individual: $1,000

See sponsorship grid for details about all sponsorship levels.

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Other Impact Sponsor Opportunities

Urban Demonstration Garden: $20,000 (2 available)
Your name will be displayed prominently on the P-22 Day Festival urban demonstration gardens, which will be donated to a school after the event.

Virtual Reality Cinema: $10,000 (1 available)
Attendees will see your name at the entrance to the VR cinema experience—our most popular exhibit.

Sponsor a school: $10,000 (20 available)
Make it possible for a whole school to attend the P-22 Day Festival, and you’ll also help with educational materials for the school, even giving them their own P-22 cutout!

Sponsor a School Bus: $500 (100 available)
We want to bring as many students as possible—your contribution will help provide transportation for one classroom to the Festival.

See sponsorship grid for details about all sponsorship levels.

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<table>
<thead>
<tr>
<th>Sponsorship Grid</th>
<th>Presenting</th>
<th>Premiere</th>
<th>Supporting</th>
<th>Urban Garden</th>
<th>Community</th>
<th>VR Cinema</th>
<th>Sponsor a School</th>
<th>Contributing</th>
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<td>Mention in press releases and other media outreach for Wildlife and The City event</td>
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[www.urbanwildlifeweek.org](http://www.urbanwildlifeweek.org)
For more information about how to help support urban wildlife, please contact:

**Philanthropic and Sponsorship opportunities**  
**Molly Judge**  
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**Events, Programs, and Volunteer Opportunities**  
**Beth Pratt-Bergstrom**  
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(209) 620-6271

**Tessa Charnofsky**  
Urban Wildlife Program Manager  
National Wildlife Federation  
CharnofskyT@nwf.org  
(323) 251-2243

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**Past P-22 Day & Urban Wildlife Week Sponsors**

- Annenberg Foundation
- Boeing
- Ladyface Ale Companies
- Walter Miller
- Kari Negri
- The Parker Foundation
- Sugarcloth
- Sky Properties, Inc.
- SoCalGas
- Santa Barbara Zoo
- Studio City Neighborhood Council

**Presented by:**

- National Wildlife Federation
- National Park Service—Santa Monica Mountains National Recreation Area
- Friends of Griffith Park
- City of Los Angeles Dept. of Recreation & Parks
- Natural History Museum of Los Angeles County
- Santa Monica Mountains Conservancy/MRCA
- The Baker Group

...and many more organizations and individuals on our event planning committee.

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Be sure to join our P-22 Day Festival Facebook Event for regular updates!

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