



ONCE UPON A TIME IN GRIFFITH PARK...



P-22 DAY & URBAN WILDLIFE WEEK

4TH ANNUAL
**P-22 DAY FESTIVAL
& URBAN WILDLIFE WEEK**
OCTOBER 13-19, 2019 • GRIFFITH PARK

URBANWILDLIFEWEEK.ORG

POSTER DESIGN & ILLUSTRATION BY PHIL YARNALL • SMAYDESIGN.COM

JOIN US FOR THE FOURTH ANNUAL **P-22 DAY & URBAN WILDLIFE WEEK!**

Over 6,000 people attended the P-22 Day Festival last year, and thousands more at the events throughout Urban Wildlife Week. Here's your guide for joining the fun in 2019!

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. 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*, the 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!

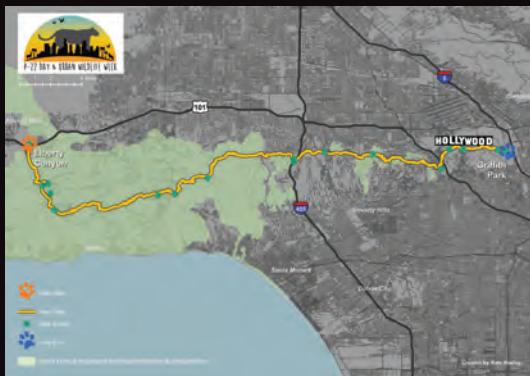
About the Artist: Phil Yarnall has been creating art for the music industry for 25+ years and for musical icons ranging from AC/DC to Jimi Hendrix, along with designing the Summer of Love exhibit at the Rock & Roll Hall of Fame. Check out his work at SMAY Design. Our thanks to Phil for creating this original P-22 artwork just for the #SaveLACougars campaign!



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WHAT'S HAPPENING DURING P-22 DAY & URBAN WILDLIFE WEEK

Our two flagship events, the Following the Footsteps of P-22 Hike, and the P-22 Day Festival, serve as the framework for a week of FREE events for all ages and across multiple cities, including school presentations, guided hikes, Cougar Taco Time, and Facebook LIVE broadcasts! Be sure to [check the website for an updated schedule of all the activities.](#)



Following the Footsteps of P-22, October 15-19

For five days and more than 50 miles, NWF's California Regional Executive Director, Beth Pratt, will lead a hike through the Santa Monica Mountains and Los Angeles—taking a similar path to the one that P-22 may have followed. Tracked virtually by people worldwide, this journey 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 Festival, October 19

This community-wide festival honors the world's most famous mountain lion and includes over 100 exhibitors, a virtual reality cinema, rock-climbing wall, children's art activities, and much more! Ranger Rick and "P-22" will be making appearances, along with many other special surprise guests. You can also dance to live music from 3rd Rock Hip Hop and other cool bands.



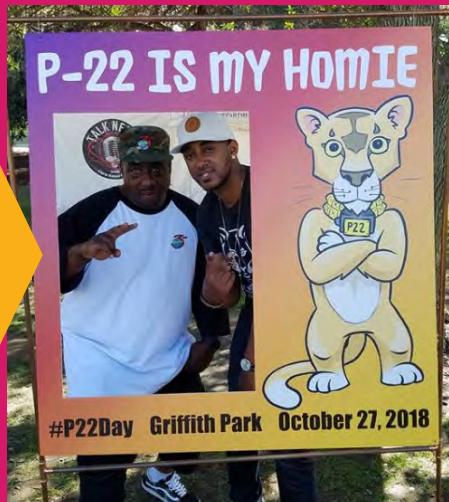
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FEATURED AT THE P-22 DAY FESTIVAL



Over 100 fun and educational exhibits!

3rd Rock Hip Hop & Animal Planet's John Griffith



A virtual reality cinema!

SO MUCH FUN!

National Park Service scientists and other wildlife experts!



P-22 and Ranger Rick



AND MORE!!!



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GET INVOLVED

ATTEND

Check out the calendar of our FREE happenings throughout the week and be sure to join our Facebook event page for updates!

HIKE

Want to Follow in P-22's footsteps? Portions of the trek are open to the public. Contact NWF's Beth Pratt for more information.

EXHIBIT

If you are a non-profit organization, government agency, educational institution, artist or researcher, FREE booths are available for the P-22 Day Festival on October 19th to showcase your urban wildlife work. Contact Leigh Gluck for an application.

VOLUNTEER

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! Contact volunteer coordinator Kate Ekman for details.



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GET INVOLVED!

TEACHERS & EDUCATORS: We have a number of FREE ways you and your students can participate. Contact **Beth Pratt**, National Wildlife Federation for more information.



Offer classroom activities! We have activities and lesson packs about native wildlife, mountain lions, the wildlife crossing and connectivity.

Host P-22 Day in your classroom!
We can come to your school to do a presentation about mountain lions and other area wildlife, before, after or during the week.



Showcase student work at the P-22 Day Festival! Schools can have a free booth to showcase student work and/or can perform music, dance, speeches, or theater regarding urban wildlife on stage! We also have a funding for a limited number of buses to transport students to the Festival.

Hike in the footsteps of P-22! Teachers, students and parents can join the hikers on the last half mile of the hike at P-22 Day and in some other areas.



OUR VISION: CONNECTING LOS ANGELES



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.



#SAVEACOUGARS

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 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 and 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



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SERIES SPONSORSHIP OPPORTUNITIES

Would you like to be recognized as a sponsor? We have packages available on how you or your business can support these exciting events. Please contact **Jonathan Lipton, #SaveLACougars Capital Campaign Director.**

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 county 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 **6,000 people** last year.



THE NATIONAL WILDLIFE FEDERATION HAS

6 MILLION supporters nationwide



1.3 million followers



600K



158K followers

1 million newsletter subscribers

1.2 million+ monthly website visitors



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Presented by:

National Wildlife Federation

City of Los Angeles Dept. of Recreation & Parks

National Park Service—Santa Monica Mountains National Recreation Area

Friends of Griffith Park

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



Special thanks to these individual for sharing their photos:
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Alison Simard, Leigh Wyman, Nadia Gonzalez.



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FOR MORE INFORMATION:



Sponsorship Opportunities

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Festival Exhibits

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Volunteering

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P-22 Hike & School Programs

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Other Questions

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



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