

NORTHWEST MONTANA CHAPTER - FOREST FIRE LOOKOUT ASSOCIATION
RECEIVES GRANT

NEEF and Toyota Motor Sales, USA Award Grant for Kalispell Group

FOR IMMEDIATE RELEASE

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Kalispell, MT – On Thursday, September 3, 2015, Toyota Motor Sales, USA and the National Environmental Education Foundation, also known as NEEF, announced a \$4,950 grant award to the Northwest Montana Chapter of the Forest Fire Lookout Association.

In 2013, a dedicated group of volunteers formed the Northwest Montana Chapter of the Forest Fire Lookout Association to support Federal and State agencies in the restoration, maintenance and staffing of fire lookouts on public lands.

“NEEF and Toyota Motor Sales, USA award grants across the country to local groups who are getting their communities involved with our public lands, which helps ensure the wellbeing of the earth and its people,” said Carol Watson, Senior Vice President for Programs for NEEF. “When each of us plays a role in supporting our environment, all of our actions add up to big impact.”

In 2011, Toyota Motor Sales, USA and NEEF formed a partnership to launch the Public Lands Every Day Program to build capacity for local organizations that steward and support public lands throughout the nation. Through this program, NEEF and Toyota Motor Sales, USA are awarding \$217,000 this year to 49 groups, including the Northwest Montana Chapter of the Forest Fire Lookout Association.

“The funds will be used to improve our operations by upgrading technology, expanding our outreach and engaging in strategic planning so we are better able to protect our lands for future generations,” said Cathy Calloway, a spokesperson for the Association.

“We applaud the group’s work to maximize the environment as a resource for the community,” Ms. Watson added.

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About NEEF

NEEF was chartered by Congress in 1990 to partner with the EPA to advance environmental literacy nationwide. NEEF’s vision is bold: By 2022, 300 million Americans actively use environmental knowledge to ensure the well-being of the earth and its people. To achieve its vision, NEEF offers scientific, unbiased, factual information through its own communications platforms, as well as a network of trusted professionals and affinity communities that, with their relationships and credibility, amplify environmental messages to national audiences. NEEF also implements environmental education investments in areas that best connect with everyday life: health, weather/climate and nature where we live, learn, work and play.