

PRESS RELEASE FOR IMMEDIATE RELEASE

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Frontera Land Alliance, El Paso Community Foundation enter partnership in fund for conservation

February 5, 2018 – El Paso: The Frontera Land Alliance (Frontera) has established the Frontera Land Alliance Endowment Fund at the El Paso Community Foundation. Frontera is the only nationally-accredited 501(c)3 land trust in the El Paso area. The newly-established Fund will help Frontera support a growing number of projects and programs that maximize its impact on the conservation of El Paso’s water, land and wildlife. With sustained financial support, Frontera can do an even better job of making sure our region’s future generations have pristine open space to treasure and enjoy forever.

Frontera believes that everyone should have the ability to live in a healthy community and enjoy a connection with nature. When land trusts include more people, more lives are improved and, in turn, broader support for conservation is generated. The U.S. population is expected to grow by 100 million people over the next 50 years. This means an ever-increasing pressure to develop more land. Our population is also becoming more diverse which means diverse constituents must be served to stay relevant. In addition to demographic changes, many Americans of all backgrounds are growing up without a strong connection to nature, and that can negatively impact action towards preservation and conservation.

The El Paso Community Foundation was established in 1977 to foster philanthropy and provide a long term endowment to address the unique opportunities and challenges of the El Paso, southern New Mexico and Ciudad Juárez region. Today, the El Paso Community Foundation provides a wide-range of philanthropic services in the region as a grant maker, convener and leadership organization to the community. Since its founding, the Foundation has granted just under \$190 million to the community.

Frontera was founded in 2004 when community members realized there was an urgent need to preserve some of the important remaining natural and working lands in El Paso and southern New Mexico. The organization has developed the knowledge and expertise to provide guidance to land owners wanting to maintain the character of their land. Frontera works to engage people in the Greater El Paso area. Community conservation is an approach to land conservation that starts at the individual level and involves people directly.