



**Kinnickinnic
River Land Trust**

Conservation
Community
Education

NEWS RELEASE

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Protect the Kinni Campaign Announced

\$6.5 million campaign to protect 1,000 acres in Kinni watershed

River Falls, WI ó April 22, 2010 ó Leaders of the Kinnickinnic River Land Trust (KRLT) today formally announced the bold *Protect the Kinni Capital Campaign*, a \$6.5 million effort to protect over 1,000 acres of critically important land in the Kinnickinnic River watershed.

“This is an extremely exciting campaign and its success is critical to maintaining the long term health of the Kinnickinnic River and its watershed. Each of the eight projects that make up this campaign has unique natural characteristics worth protecting into the future,” said Dan Wilkening, KRLT Board President, “It is truly rewarding to be working with local landowners and families to ensure that our grandchildren can enjoy the Kinni the way we have been able to do.” The campaign consists of eight individual properties and involves acquisition of the land or a conservation easement. The latter protection tool keeps the land in private ownership and essentially removes development rights and protects conservation values. In addition to nature and wildlife areas, the campaign also involves a number of working agricultural land projects.

In announcing the campaign, Brent Johnson, Vice President, said, “This is a wonderful way to be celebrating the 40th anniversary of Earth Day. We are pleased to report that we have raised \$4.7 million thus far towards the overall goal. Of the amount raised, more than \$1 million is from donations of land from the landowners themselves. We will now be asking members of the community to step up and make donations to the campaign to complete the projects.”

“The final project in the campaign is the Quarry Road project east of River Falls,” said Nelson French, Executive Director. “We are close to completing this 112 acre project but must receive pledges for \$250,000 in private funds prior to June 1, 2010 to finalize the acquisition.” French indicated that in addition to the private funds needed, WIDNR has recommended significant funds for this project and the US Fish and Wildlife Service will decide in May about their participation in the project. “It is a very high priority project for these agencies and we are confident that they will provide more than 85% of the funding necessary to make it happen.” KRLT plans to transfer the property to the WIDNR for wildlife and river protection purposes.

In closing, KRLT Board member Dale Jorgenson said “We are very confident that the community will continue show its support by stepping up to provide the resources needed to complete the Quarry Road Project. This is a once in a lifetime opportunity and we need the full support of the community to make it happen now.” He indicated that all donations to this effort are tax-deductible donations to the Kinnickinnic River Land Trust.

The Kinnickinnic River, a nationally recognized *Class One* Trout Stream, is located in Pierce and St. Croix counties in west-central Wisconsin. The river is 22 miles long, its watershed covers 140 square miles, and it drains into the St. Croix River, a federally designated wild and scenic river.

KRLT’s mission is to work with the community to protect the natural resources and scenic beauty of the Kinnickinnic River Watershed. KRLT is a nationally accredited land trust and was recently recognized as the Wisconsin Land Trust of the Year and River Falls Nonprofit of the Year. To make a pledge to the campaign or learn more about KRLT please contact Nelson French at 715.425.5738 or visit <http://www.kinniriver.org>.