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Press Release 10/21/2021:

NEW SPONSOR SIGNS AT CREW TRAILS

CREW Trust's new Trail Sponsorship fundraiser gives sponsors year-round recognition

For many years CREW Land & Water Trust relied on its annual CREW Concert and Silent Eco-auction as a key source of funds to support its environmental education efforts. But the pandemic changed all of that.

"Unfortunately, we were not able to put on the concert last year to support our educational efforts," said CREW Trust executive director Brenda Brooks. "Like many nonprofits in these times, we had to get creative. We came up with the idea to offer our sponsors a chance to reach approximately 60,000 visitors a year by sponsoring signs at six trailheads at CREW."

Brooks said by sponsoring a trailhead sign, sponsors will be in the spotlight for an entire year instead of just the evening of the concert. "Reaction has been great," she said, noting that longtime concert sponsors Everglades Golf Course Superintendents Association (EGCSA) were among the first to contribute to our new fundraiser.

"The mission statement of the CREW Trust, along with their educational programs are in alignment with many values shared by the EGCSA," said EGCSA president, Kevin F. Leo. "We have always been proud to support their efforts and now with our name on a trailhead sign, we hope we can encourage others to do the same."

For information on CREW's Trail Sponsorship fundraiser, please contact Brenda Brooks at Brenda@CREWtrust.org.