



Dear John,

It is with great anticipation that we announce the launch of **Land of Legacy**, a campaign which kicks off the most ambitious era in American Prairie Reserve's 15-year journey to create the largest nature reserve in the continental United States. Conceived by American Prairie Reserve's management and embraced by its National Board of Directors, **Land of Legacy** is a multi-year campaign comprised of six initiatives designed to accomplish the following:

- Elevate American Prairie Reserve to national prominence;
- Accelerate land acquisition, augmenting the size and scope of the Reserve;
- Design, fund and construct the Reserve's National Visitor Center and Campground;
- Design, fund and establish the Reserve's Hut-to-Hut Trail System;
- Establish a named National Prize awarded annually to a distinguished American; and
- Transform the Reserve's giving societies into platforms inspiring gifts at all levels.

Each initiative has specific goals and metrics to measure progress. Each has been sequenced for implementation determined by scope, complexity and long-term importance to the Reserve. All six will be fully underway by mid-2016.

The most significant component driving **Land of Legacy** is the engagement of a legion of dedicated and prepared volunteers, including the Reserve's National Board of Directors and donors. Collectively, these individuals have committed to investing their time, leadership and resources to introduce the Reserve to new audiences, inspire philanthropic support to fund each initiative for long-term success and convey the message of the Reserve's mission to individuals, families, organizations and companies across America.

It is very important to us that you are kept informed of **Land of Legacy's** progress. To achieve this goal, we will prepare special reports which we will distribute to you on a periodic basis. Each will look like this report. Each will be numbered, as is this first missive. And each will briefly highlight significant **Land of Legacy** benchmark achievements.

We are both excited and confident as American Prairie Reserve begins this promising project and we look forward to sharing its successes with you in the months to come.

Handwritten signature of George E. Matelich in blue ink.

George Matelich, Chairman
National Board of Directors

Handwritten signature of Sean Gerrity in blue ink.

Sean Gerrity, President
American Prairie Reserve

