



Dear Friend,

The model used to build American Prairie Reserve has been referred to as an innovative approach to landscape-scale conservation. In fact, it has been referenced as one of the most ambitious conservation projects in American history. Since inception, ardent supporters have pledged a total of \$150 million to move the concept to reality.



Building upon that momentum, the *Land of Legacy* campaign was conceived three years ago to advance the following goals: to elevate national awareness of its mission; to inspire philanthropic support funding the construction of visitor facilities on the Reserve; to continue and accelerate support for land acquisition and wildlife restoration. Since the launch of the campaign on January 1, 2016, we have announced nearly \$50 million in commitments from supporters spanning the globe.



It is in that context (and with great excitement) that I share news that exemplifies the organization's history of innovation. John and Adrienne Mars have generously committed a dollar-for-dollar match up to \$12.5 million in support of *Land of Legacy*.

Their gift – dubbed the Mars Match Challenge – will double every qualifying donation up to \$2.5 million every year for the next five years starting in 2019. Designed to inspire new major commitments of \$50,000 or more, through the Mars Match

Challenge we are excited to welcome even more visionaries, families, nature lovers, and history buffs to be a part of the journey and support American Prairie Reserve as a top philanthropic priority.

I, the staff, and the Board of Directors are grateful for John and Adrienne's long-term support and steadfast confidence in the mission of American Prairie Reserve, and we send our sincerest appreciation for their commitment to *Land of Legacy*. I anticipate their visionary approach to philanthropy not only will expand our donor community, but will empower a band of supporters to feel the incredible impact of giving.

And for that, we are so grateful.

Sincerely,

Alison Fox
CEO, American Prairie Reserve