

FOR IMMEDIATE RELEASE

March 26, 2018

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### Alison Fox Named CEO of American Prairie Reserve

**BOZEMAN, Mont.** – American Prairie Reserve is pleased to announce the promotion of Alison Fox to CEO of the organization. This follows the transition of Sean Gerrity from CEO to the role of Founder & Managing Director.

Gerrity has led American Prairie Reserve since the organization's inception in 2001. The effort has been described by National Geographic as "one of the most ambitious conservation projects in American history." Over the past sixteen years, American Prairie Reserve has raised more than \$125 million from supporters across the U.S. and around the globe, grown its land base to nearly 400,000 deeded and leased acres, and pioneered a new, replicable approach to large-scale nature conservation that has become an inspiring model for projects around the world. Through the creation of a growing number of public recreation facilities, a science and education center, and an innovative new food company, Wild Sky Beef, which promotes wildlife conservation on local-area ranches, Gerrity and the American Prairie Reserve team have made significant strides towards building a unique and sustainable Reserve that can be enjoyed by the public now and for generations to come.

"Following a desire to focus more directly on his passion for wildlife and the visitor experience, Sean has transitioned to the role of Founder & Managing Director," said George Matelich, Chairman of American Prairie Reserve's Board of Directors. "He will oversee Reserve operations and wildlife restoration as well as continue to serve on APR's Board of Directors and on APR's four-member executive leadership team."

American Prairie Reserve's top leadership role has now transferred to Alison Fox. "Ali is authoring the next chapter of American Prairie Reserve's strategic business operations. She is a remarkable professional who in a decade of service to American Prairie Reserve has demonstrated her dedication to the organization and her capacity to lead it," noted Matelich.

Fox joined APR in 2007 and has excelled in many leadership and management roles, including communications, marketing and branding, institutional partnerships, and fundraising, before being appointed President in April 2017. Prior to joining American Prairie Reserve, Fox worked in marketing and communications roles at RightNow Technologies. She holds an MBA from the McDonough School of Business at Georgetown University, where she focused on marketing and nonprofit management, and a BA in History from Dartmouth College.

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**About American Prairie Reserve**

American Prairie Reserve's mission is to create the largest nature reserve in the continental United States, a spectacular refuge for people and wildlife preserved forever as part of America's heritage. When complete, the Reserve will be larger than Yellowstone and Glacier National Parks combined and will support all the animals that historically called the Great Plains home, including buffalo, wolves, bears, elk, deer, pronghorn, bighorn sheep, swift fox, upland birds including the greater sage grouse, birds of prey, and all manner of snakes, amphibians, and insects. Already open to the public for recreation including camping, hunting, fishing, and birding, the Reserve offers visitors a once-in-a-lifetime, horizon-expanding opportunity to reconnect with nature on a truly grand scale. **Learn more at [americanprairie.org](http://americanprairie.org).**