



PRESS RELEASE

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North Coast Resource Conservation & Development Council Has a New Name: Conservation Works

SANTA ROSA, CA – To adapt to changing times and emphasize the work we do, the North Coast Resource Conservation & Development Council has decided to become Conservation Works, a two word name that captures the essence of our nonprofit organizations mission, vision, and programs. Executive Director Oona Heacock said, “Nothing has changed except our name which now has two words instead of seven, and embodies who we are.”

Since 2002, Conservation Works has performed environmental education and action with youth and our community that involves on-the-ground change and makes a real difference in pollinator protection, water conservation, climate change, and healthy sustainable communities in our rural north coast (Marin, Sonoma, Mendocino, and Lake Counties). We have partnered with Resource Conservation Districts, youth groups, the Native Plant Society, and many other organizations to make on-the-ground change, raising funds through events, charitable gifts from individuals, corporations, and other organizations. Heacock said, “Our name has changed, but our commitment has not. We remain dedicated to resource conservation and local community support. While our legal name for government regulatory and grant purposes will by necessity be unchanged, our new Fictitious Business Name will make is easier to identify us to our partners, donors, and the people we serve.”

Since 2002, Conservation Works has engaged in conservation actions with thousands of youth and other community members, garnering more than \$5 million in grant funds spent locally on diverse conservation projects. Our activities range from rainwater catchment installations for summer irrigation to planting pollinator habitat. We educate our community and participate in outreach events like the Gravenstein Apple Fair, Steelhead Festival, and others across our 4-county region.

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