

NEWS RELEASE



For more information:

John F. Sheehan
518-432-1770 (ofc)
518-441-1340 (cell)

FOR IMMEDIATE RELEASE, Monday, November 19, 2012

ADIRONDACK COUNCIL TEAMS UP WITH LOCAL BUSINESSES TO OFFER ENVIRONMENTALLY-CONSCIOUS HOLIDAY GIFT CHOICES FOR \$20 OR LESS
Virtual 'Whole Park Catalog' of More than 50 Adirondack Items Available This Season;
Save Green by Going Green at www.AdirondackCouncil.org

ELIZABETHTOWN, N.Y. – The Adirondack Park’s leading environmental organization today announced it was teaming up with Adirondack small businesses to offer a broad variety of environmentally conscious holiday gift items for \$20 or less this season.

All of the gift items have a direct connection to the woods, waters and people of the Adirondack Park. All proceeds will assist Adirondack conservation efforts.

They are available on the Council’s web site at www.AdirondackCouncil.org or by calling 1-877-873-2240, Mon-Fri, 8:30 a.m. to 5p.m. or by stopping by the Council’s office at 103 Hand Avenue, Elizabethtown.

“We are promoting the work of local artists, artisans, authors and crafters as we give thanks this season for this wonderful park we all share, and for the people who make it such a special place,” said Acting Executive Director Diane Fish. “Each of these gifts can conjure fond memories of summer days by a lake, a favorite hiking or paddling excursion, or a romantic holiday at a cozy B&B. Every purchase will help protect the park’s health and wild beauty.

“There are several new items, available this season for the first time,” said Fish. “We have added those to nearly two dozen other options – from toys, games and books to local jewelry, home decor and apparel. We even added local food items and handmade soaps this year. Some of our most popular favorites, such as the Singing Loon Toy and the handmade miniature pack-basket, have been reduced in price.

“We are thrilled to be showcasing Adirondack talent and local businesses,” Fish said. “Buying local reduces transportation costs, fuel consumption and air pollution. Buying Adirondack helps to protect the most beautiful place in the world.”

Brand-new for \$20 or less this holiday season are:

- Adirondack Loon Ornament: Wooden, five-by-two-inch laser-carved, ornament, designed by Allison C. Romig, the granddaughter of William T. Hord, a founding director of the Adirondack Council; it can be used as a holiday ornament or as a year-round decoration. Made in the U.S.A. \$5.
- Ceramic Loon Pin or Pendant: Loon image on white ceramic background; by Jay artisan Sue Burdick Young; \$12.

- SCAT! Bars: Whole food energy bars that are handcrafted in the Adirondacks, using local or regional goods whenever possible; SCAT! Bars include only nutritionally complete, primarily organic ingredients. Inspired by the culture of the Adirondacks and all its inhabitants, walking on two legs or four, SCAT! Bars support natural health with a unique flavor. Package includes one Squirrel and one Bear SCAT! Bar. \$7.
- Asgard Farm & Dairy Goat Milk Soap: Handcrafted goat's milk soaps from Asgaard Farm & Dairy of Au Sable Forks. All of the Dairy's soaps are made with pure oils of coconut, palm, and olive, which revive the skin, leaving it soft and smooth. Lavender; lilac; lemongrass & sage; or, unscented. \$5 per bar.
- Adirondack Wildflower Portraits book: Stunning photos, artfully presented by Chestertown photographer Curtiss M. Austin; 124 pages, 60 photographs; \$20.
- Wildlife Tracks Bandana: Produced by wildlife organization Keeping Track, this 21" by 21" bandana illustrates the footprints of 20 native Adirondack mammals from minks to moose; comes in blue or green. \$8.
- Forever Wild Calendar for 2013: 12 stunning photos by Adirondack photographer Carl Heilman II. \$13.

Seasonal favorites under \$20 include:

- Adirondack Themed Children's Books by Sheri Amsel; Westport author and illustrator *Sheri Amsel will personally sign and dedicate each book* to the recipient at no additional cost; makes a lasting lifetime keepsake; her outstanding children's books include *Adirondack Alphabet, Adirondack Counting, A Wetland Walk and Drawing Adirondack Wildlife*. \$7 to \$15.
- Adirondack Notecards: Choose from loons or Adirondack Park landscapes featuring artwork by Adirondack artists and photographers; packs of eight include two of each card with envelopes. \$8

Also available this season for slightly more:

- Animals of the Adirondacks Wooden Puzzle: This picture frame puzzle is both a work of art and a brain-teaser; designed by Allison C. Romig; it measures 7" by 7" and includes 10 Adirondack animals (loon, porcupine, snake, beaver, otter, heron, turtle, moose, bear, trout) that nestle together in one specific way to complete the puzzle. It uses 1/4" thick hardwoods with at least four different woods in each puzzle. The puzzle is manufactured in the U.S.A. \$25
- Carbon Pollution Prevention: Stop a local power plant from emitting three tons of Climate Change-causing carbon pollution by paying us to purchase and retire three Regional Greenhouse Gas Initiative carbon allowances. Power plants need to buy one allowance for every ton of carbon they emit. Every ton we buy is a ton they can't have. It will never escape a smokestack. Three tons is equal to one year's automobile fuel for an average American, or one year's home heating fuel. Certificates can be personalized to gift recipient. \$25.

For a very special gift:

- Erase Your 2013 Carbon Footprint: Or do it for someone you love who loves the Adirondack Park. Prevent an entire year's worth of carbon emissions for the average American (or for a couple if they use public transportation) by paying us to purchase and retire 21 carbon allowances from the Regional Greenhouse Gas Initiative. Your gift will prevent 21 tons of carbon from leaving the smokestack

of a local power plant. Every allowance we buy is one the power plants can't have. Once they're gone, that's it. The government won't print more. \$125

Founded in 1975, the Adirondack Council is a privately funded, not-for-profit organization dedicated to ensuring the ecological integrity and wild character of the Adirondack Park. The Council carries out its mission through research, education, advocacy and legal action. The Adirondack Council's members live in all 50 United States.

Product images attached as jpegs.