



PRESS RELEASE

Contact: Diane Potter, Donor Relations Manager
518-644-9673, dpotter@tnc.org

For Immediate Release
August 22, 2006

LAKE GEORGE LAND CONSERVANCY LAUNCHES WEBSITE, WWW.LGLC.ORG

Bolton Landing, NY – The Lake George Land Conservancy (LGLC) is pleased to announce the launch of its website, www.lglc.org. Funded through a grant from the Helen V. Froehlich Foundation, the website features information about the Conservancy's latest land conservation initiatives and projects. Visitors to the website can read exciting news about science and stewardship efforts, learn how to be more involved in the Conservancy through volunteer opportunities and special events, and become a member by making a secure online charitable donation. Coming soon to the website will be an interactive map, allowing users to scroll and click on protected lands in the Lake George watershed to learn about the conservation strategies used to preserve them.

The design and development of the website were completed by iDesign and Mannix Marketing, Inc. Carl Heilman of Wild Visions, Inc. generously donated the use of his photography. LGLC staff members have received training in order to edit and update the website in-house.

The LGLC is a non-profit organization working to preserve the world-renowned water quality of Lake George and the rare plants and animals within the lake's 150,000-acre watershed by permanently protecting natural lands.

###