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BACKGROUNDER

South Yuba River Citizen's League's Wild & Scenic Environmental Film Festival Expands Touring Program to Include Campuses Nationwide

SYRCL is a watershed advocacy group founded in 1983 by a group of concerned citizens working together to fight several proposed dams.

The South Yuba River Citizens League (SYRCL, pronounced 'circle') created the Wild & Scenic Environmental Film Festival in 2002 to promote community building within the Yuba Watershed, as well as to provide new ways of exploring environmental issues through film.

Held each January in scenic Nevada City, California, the 3-day event features over 125 award-winning films, speakers, filmmakers, celebrities, and activists who bring a human face to the environmental movement.

The festival's namesake is in celebration of achieving Wild & Scenic status in 1999 for 39 miles of the South Yuba River in northern California.

After twenty-five years, SYRCL is one of the largest single-river organizations in the nation and the Wild & Scenic Environmental Film Festival is the largest environmental film festival in the United States.

SYRCL created the Wild & Scenic Environmental Film Festival Tour in 2004, responding to ongoing requests from environmental groups to show films on location. The tour allows SYRCL to share their success with audiences nationwide. The Tour continues to expand and is building a significant network of organizations connected by a common goal—the use of film to educate and inspire activism.

The festival's national partners embrace the Wild & Scenic Environmental Film Festival Tour's expansion and are excited to reach diverse audiences across the country, collectively inspiring more individuals to take environmental action.

Patagonia is the presenting tour sponsor and provides grant opportunities for qualifying organizations.

In 2008, Wild & Scenic Film Festival On Campus is traveling to college and high school campuses nationwide, reaching the environmental stewards of the future with these inspiring first-person documentaries.

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BACKGROUNDER continued

TESTIMONIALS

Alaska Marine Conservation Council - Anchorage, AK
Diana DeFazio

"Hosting the Wild and Scenic Environmental Film Festival gave our organization a unique opportunity to gain visibility in Anchorage – it was our biggest outreach success in Anchorage in our 13 year history."

Jackson Hole Conservation Alliance- Jackson, WY
Beverly Lane

"The film festival, to the Alliance, is a way to inspire a demographic of people that we otherwise have a hard time reaching. Although the films aren't specifically related to any of the local issues that we are working on, the spirit of activism in these particular stories is so strong and inspiring that people walked away asking what they could do to help, here in Jackson Hole."

Prairie Dog Coalition - Boulder, CO
Lindsey Sterling-Krank

"Together, SYRCL and Patagonia have organized the film festival so well that is an easy YES to host the event and get exactly what you want from it- new members, fundraising and fun, meaningful activism."

Clean Water for North Carolina - Asheville, NC
Hope Taylor

"Our organization never had so much fun raising money and getting new folks involved—what a wonderful opportunity for solidarity on crucial issues and educating the public!"

Heart of Illinois Sierra Club - Peoria, Illinois
Kiersten Sheets

"Hosting a Wild & Scenic Environmental Film Festival is a great opportunity to educate the public on living an environmentally friendly lifestyle. Attendees of our event included seven-year-olds to seventy-year-olds, doctors, lawyers, gas station attendants, students, and construction workers. We also attracted a range of ethnic backgrounds. Through hosting this event, our group has learned that people want to learn about global warming and living an energy efficient lifestyle, someone just needs to bring the information to them in an enjoyable form, such as a film festival."

MORE INFORMATION

www.wildandscenicfilmfestival.org