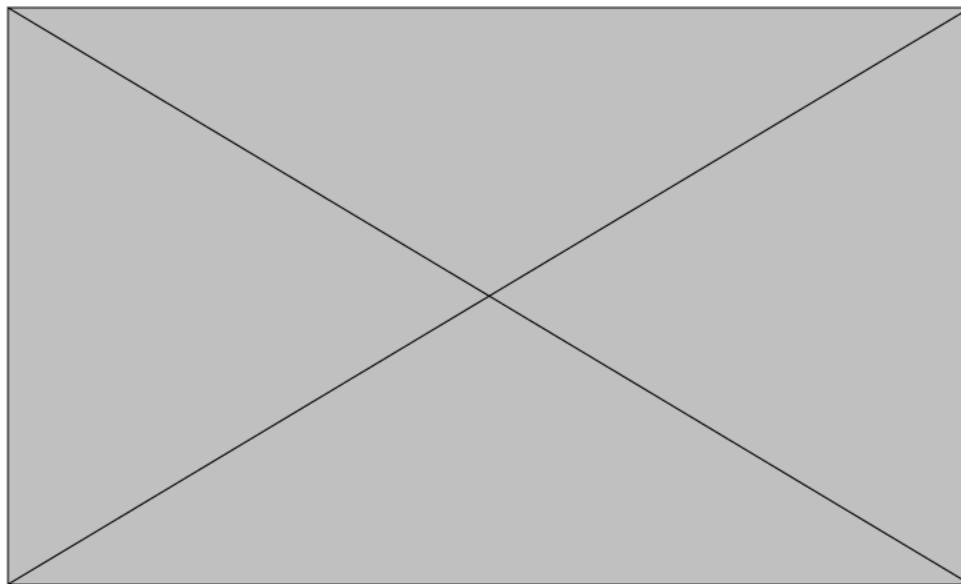
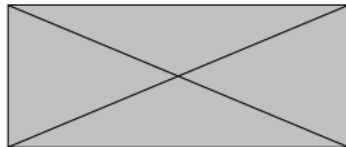


**To:** astyles@blm.gov[astyles@blm.gov]  
**From:** Sam Goldman, Conservation Lands Foundation  
**Sent:** 2017-07-31T14:33:37-04:00  
**Importance:** Normal  
**Subject:** We are Leading the Way Defending National Monuments  
**Received:** 2017-07-31T14:33:51-04:00

Read about last week's whirlwind of activities and tools you can use

Sec. Zinke visits New Mexico and Nevada as part of the "review process" and 3,000 people marched in Salt Lake City in support of our public lands!



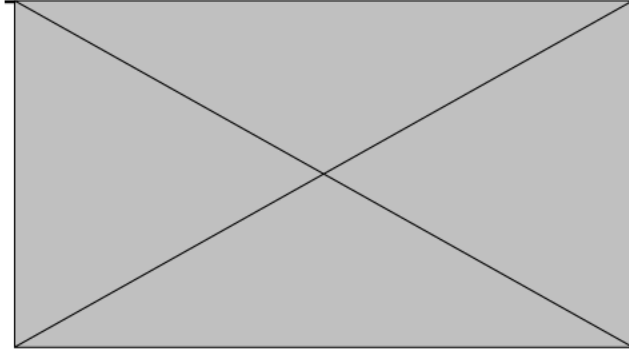
*Last week in Las Cruces, the Green Chamber of Commerce put on a display to welcome Secretary Zinke with a huge billboard on Interstate 10 to emphasize their love and the importance of Organ Mountains-Desert Peaks National Monument to the local economy.*

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**Another Big Week Defending National Monuments**

Dear Friends and Supporters:

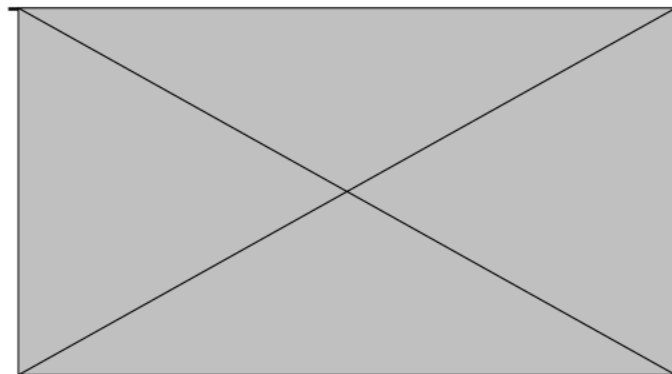
What a wild ride it has been in the world of politics. Despite the constant news coming out of Washington, the action on our campaigns to defend National Monuments was squarely centered in the West last week.



*A huge crowd turned up in Las Cruces for a Town Hall where Secretary Zinke was invited but didn't show. The audience was fired up in support of national monuments.*

On a visit to New Mexico, Secretary Zinke largely ignored supporters of Organ Mountains-Desert Peaks and Rio Grande Del Norte National Monuments and spent time away from the huge crowds that amassed to tell him of the importance of Monuments to local economies.

OpEds, Billboards, news stories, rallies, a very large town hall meeting, and Tweets from Sens. Heinrich and Udall all greeted the Secretary urging him to leave the monuments alone. Supporters expressed that if you want to keep jobs in America, don't shrink or rescind these monument designations that are vital to the outdoor recreation economy. A group of veterans were able to join the Secretary on a hike and urged him not to change the monuments but left the hike disappointed. You can [click here](#) to read and share their story.



*On July 27, 2017, the OIA hosted the This Land is Our Land March in Salt Lake, attendees marched to the State Capitol urging for the protection of monuments and public lands.*

A big thanks to Ben Gabriel and the team at Friends of Organ Mountains-Desert Peaks who spent an hour meeting with Sec. Zinke on Friday and explained to him the love that local

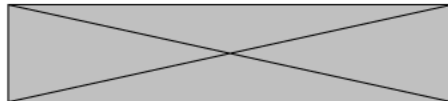
residents of Las Cruces, NM have for the monument and the importance the monument plays in the local economy.

The Secretary cut short a trip to Nevada over the weekend, spending less than 24 hours on the ground and canceled meetings with key stakeholders. [At a briefing](#) for reporters, he said he doesn't want to "rip the Band-Aid off" of areas where the "monument issue" has been settled but it's clear he's willing to greatly reduce monuments around the West. In response, a flurry of media including [this Editorial](#) and [this OpEd](#) from CLF's Jocelyn Torres appeared in the Las Vegas Sun urging Sec. Zinke to leave Nevada's monuments alone.

In Utah last week, the Outdoor Retailer (OR) trade show in Salt Lake was a focus of loud and energetic enthusiasm from our friends in the Outdoor Industry supporting public lands as demonstrated by a march of 3,000 people to the State Capitol. Bears Ears National Monument and Grand Staircase Escalante supporters all showed up, including Blake Spalding from Boulder, Utah who spoke on the Capitol steps urging, for the sake of her business and the environment, to leave the monument alone. You can read more about the big event in this [Salt Lake Tribune story](#).

In support of this economic message, there is new [data](#) out from the Outdoor Industry Association (OIA) with state-by-state information about the positive economic impacts of protected public lands. To spread the word on how the Outdoor Industry impacts state economies, we encourage you to use the OIA's data below. It is also a great time to publicly thank your local outfitters for their support.

Thanks again for your tireless advocacy!



Sam Goldman  
Director of Strategic Engagement  
Conservation Lands Foundation

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## Social Media Guidance

Secretary Zinke's national monument review is an attempt to sell out public lands - a move that threatens the outdoor recreation economy in every state.

### Sample Facebook Posts:

- National parks, monuments, and other public lands that support outdoor recreation are a critical basis for the continued growth of the \$887 billion outdoor recreation economy. But Secretary Zinke's attack on national monuments is a threat to this growing economic sector that each of the at-risk monuments help to support.
- As Zinke continues to "pardon" national monuments at random, it's clear that he is simply playing games with America's public lands and the state outdoor recreation economies that depend on them.
- The outdoor retailer show is moving from Utah because of the state's threats against national monuments and other public lands. Secretary Zinke should see the value that

national monuments like Bears Ears and Grand Staircase bring to Utah's \$12.3 billion outdoor recreation economy.

### Sample Tweets:

- @SecretaryZinke's attack on [MONUMENT] put's [STATE]'s \$[XX] recreation economy at risk. <https://outdoorindustry.org/advocacy/>
- @SecretaryZinke don't put [STATE]'s \$[XX] billion outdoor rec economy at risk by selling out our #publiclands! <https://outdoorindustry.org/advocacy/>
- @SecretaryZinke's monument review threatens the \$887B outdoor rec economy. See how this might impact your state: <https://outdoorindustry.org/advocacy/>
- Outdoor rec jobs in [STATE] rely on healthy & abundant public lands. @SecretaryZinke leave our monuments alone! <https://outdoorindustry.org/advocacy/>
- Former Interior Secretary to Trump: National monument review will put you on wrong side of history <http://bit.ly/2uZl3sl> #MonumentsForAll
- @SallyJewell rips Trump's "illegal," "unpopular" attempt to revoke nat'l monuments <http://bit.ly/2uZl3sl> #MonumentsForAll #KeepItPublic
- Obama Interior Sec. calls out Trump administration's illegal review of national monuments <http://bit.ly/2uZl3sl> #ORshow #MonumentsForAll
- New state outdoor rec economy numbers show just how reckless @SecretaryZinke's national monuments review is <http://bit.ly/2uZl3sl> #ORshow
- Thank you @SallyJewell for standing up for our #MonumentsForAll and the outdoor rec economy! #ORshow <http://bit.ly/2uZl3sl>

### State Outdoor Rec Economy with Corresponding Monuments

Arizona - \$21.2 billion

- Grand Canyon-Parashant
- Ironwood Forest
- Sonoran Desert

California - \$92 billion

- Berryessa Snow Mountain
- Carrizo Plain
- Giant Sequoia
- Mojave Trails
- Sand to Snow
- San Gabriel Mountains

Hawaii - \$7.8 billion

- Papahānaumokuākea

Nevada - \$12.6 billion

- Basin and Range

- Gold Butte

New Mexico - \$9.9 billion

- Organ Mountains-Desert Peaks
- Rio Grande del Norte

Maine - \$8.2 billion

- Katahdin Woods and Waters

Montana - \$7.1 billion

- Upper Missouri River Breaks

Oregon - \$16.4 billion

- Cascade Siskiyou

Utah - \$12.3 billion

- Bears Ears
- Grand Staircase-Escalante

STAY CONNECTED:



Conservation Lands Foundation, 835 E. 2nd Ave., Suite 314, Durango, CO 81301

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