



11100 Wildlife Center Dr  
Reston, VA 20190  
<https://www.nwf.org/>

Media Contact:  
Sarah Decossard  
+1 (012) 345 6789  
[media@nwf.org](mailto:media@nwf.org)



## **A Homefront Campaign to Address the Global Climate Crisis, Be the Solution for a More Sustainable Future** // Apr 22, 2024 //

WASHINGTON, D.C. — We cannot wait any longer to protect our planet. The time is now. The National Wildlife Federation (NWF) is proud to announce the launch of its new campaign, “Our Planet - Conservation Begins at Home.” We can make a difference and promote a healthier ecosystem by starting in our backyards.

“Our Planet - Conservation Begins at Home” aims to empower individuals and communities to take meaningful action through local sustainable living workshops, school outreach programs, and legislative advocacy. By providing these tools and resources, we hope to inspire people of all ages to embrace a conservation mindset and include sustainable practices in their daily lives. For more information about the “Our Planet - Conservation Begins at Home” campaign and how you can get involved, please visit [www.nwf.org/our-planet](https://www.nwf.org/our-planet).

Our connection with nature has never been more clear. From the air we breathe to the food we eat, our lives rely on a healthy, thriving ecosystem. Yet, our wildlife faces extreme threats like habitat loss, pollution, and climate change. If we do not act now, we risk losing the foundation of our well-being.

Through local sustainable living workshops, we will provide the knowledge and skills to empower communities to create wildlife-friendly environments in their backyards. We will also instill a lifelong commitment to conservation through school outreach programs, inspiring the next generation of environmental advocates. However, our efforts cannot stop there.

Legislative advocacy is crucial for meaningful change. We urge government officials to prioritize wildlife conservation and pass policies that promote sustainable land use, protect critical habitats, and combat climate change. Now is the time for action. Together, we can make a difference.

### **About the National Wildlife Federation**

The National Wildlife Federation, America's largest conservation organization, protects wildlife and wild places for future generations. It unites Americans to ensure thriving wildlife amidst climate and biodiversity challenges. Their mission is to achieve ecological balance and secure access to clean resources for wildlife, people, and ecosystems through habitat protection, conservation practice transformation, and community engagement guided by science and scalable solutions. To learn more about the National Wildlife Federation please visit [www.nwf.org](https://www.nwf.org).