

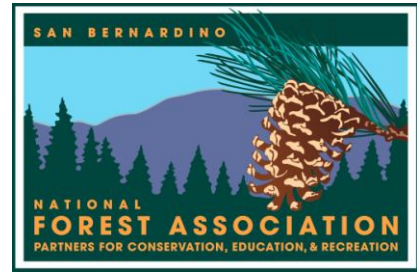
**For Immediate Release**

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Contact: Kathy Clapsaddle

(805) 750-2506

[kathyclapsaddle@gmail.com](mailto:kathyclapsaddle@gmail.com)



## Give the Gift of Membership to the Discovery Center

Give the gift of membership support this holiday season to the Discovery Center by shopping at its retail store, the Adventure Outpost. “For every increment of \$50 spent in the Outpost and through paid tours offered at the Discovery Center, local residents and visitors who make a \$10 donation, will become a San Bernardino National Forest Association (SBNFA) member”, said Discovery Center director, Denis Thomas. Membership includes discounts on retail and tours offered at the Discovery Center, monthly communications to remain abreast of SBNFA events and how it is meetings its mission. Added Thomas, “We need member support to continue growing the footprint and impact the Discovery Center and SBNFA have on the health and sustainability of our National Forest achieved through its flagship programs; including, extensive restoration efforts, growing tomorrow’s stewards, today and creating forest advocacy through environmental education”.

Likewise, if a combined \$100 is spent, along with a \$20 donation, the shopper can receive the choice of two \$50 memberships or one \$100 membership which entitles greater benefits; and so on incrementally. “Here is an opportunity to become a member and give one or more as unique holiday gifts; gifts that include a native seedling planted in the new member’s honor through the SBNFA’s Forest Aid forest restoration initiative”, shared Thomas, who leads the nonprofit’s membership program. Tree planting will be volunteer-led and begin March 2010 through May. A special commemorative 100% organic t-shirt is included in the \$200 level plus donation; retail value of \$25.00. Holiday membership program begins November 27 and will end on January 10, 2010.

Local full and part-time residents can gain membership through the Discovery Center’s Residents’ Rewards program, whereby, all Adventure Outpost expenditures will be credited via a punch card. Once \$200 is achieved, the resident will receive an Outpost \$50 “same as cash” shopping certificate and applicable memberships in any \$50 incremental denominations. And, donation dollars to achieve membership will be credited towards the \$200 goal; earning the shopping certificate faster. Program information is available at the Adventure Outpost and is valid November 2009 through May 2010.

The Adventure Outpost is a great holiday shopping destination that features the most extensive collection of books relevant to the San Bernardino National Forest and Big Bear Valley including some of the newest local authors and artists. Select from nature-themed, Native American, National Forests and its trails and wildlife along with historical-related books and maps.

Other great finds include *The Gold Mountain Girl* by Katherine Blanc who also authored the *Big Bear Historical Society Coloring Book*; Chuck Gormley’s, *Trout Notes*; Tom Core’s, *Big Bear, The First 100 Years* and his *Ghost Town School Marm*, plus an extensive collection of John Robinsons books ranging from hiking to mining to historical in nature. The Outpost is the only

location that carries the re-issued ***Big Bear Lake Photo Album*** by Mark Durban. The Outpost also features seasonal clothing; nature-oriented educational toys, games and puzzles; unique jewelry; cabin-themed decor and Native American music and gifts.

Mark Durban will be one of 11 authors and local artists featured at the Adventure Outpost's December 6, 2009 Holiday Open House from 8:30am to 4:30pm. This event will feature book signings from 11:00 am to 2:00pm and many artisan demonstrations and interpretations for the entire day. In addition, the Open House date marks the only day that shoppers will receive a 20% storewide discount; not applicable, however, to books, maps and consignment (red dot) merchandise. Beverages and treats will be served.

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**About the San Bernardino National Forest Association**

The San Bernardino National Forest Association is a 501(c)3 nonprofit organization; tax ID 33-0556414. Founded in 1993 by recently-retired SBNF Supervisor, Gene Zimmerman, the SBNFA was formed to complement and expand the mission of the U.S. Forest Service in "caring for the land and serving the people". The SBNFA matches federal dollars, builds capacity and resources through partnerships, foundation grants, fund raising events, and donations to create opportunities for people and communities to participate in public lands management. Additionally, the SBNFA instills forest stewardship values through its educational and recreational programs aimed at San Bernardino National Forest visitors and residents. Over 1,000 volunteers support the SBNFA's six divisions including Forest Care, Fire Lookouts, Children's Forest, Off Highway Vehicle program, the Big Bear Discovery Center and Urban Conservation Corps. For more information on "Your Partner for Conservation, Education & Recreation", check out their website, [www.SBNFA.org](http://www.SBNFA.org).