



*Does it surprise you to know that “visiting big, new warehouses” is on zero wish-lists for awe-inspiring travel? Pocono Heritage Land Trust preserves natural open space for you to enjoy, like this, at Jonas Mountain. Become a member at [phlt.org/donate.html](http://phlt.org/donate.html) (Contributed photo)*

# Nature by numbers

*PHLT’s preservation work benefits local businesses as well as residents*

By Carol Hillestad for Pocono Heritage Land Trust

**Tourism in Pennsylvania is a big deal. A very big deal.**

450,000 jobs.

\$32.9 billion a year in total economic impact.

\$3.4 billion in state and local revenues.

**H**ere in the Poconos, tourism benefits outfitters, guides, hotels, resorts, and restaurants in a big way. But it’s not just the big guys who win. It’s also gas stations, diners, pizza places, and corner stores — basically anyone who provides a product or service needed by human beings.

Big numbers. Big benefits. But for people who live here, the benefits run a lot deeper than that.

In our backyard, we have riches that other people have to drive hours to enjoy...

Trail running, bouldering, climbing, and hiking. Geocaching, scavenger hunting,

foraging, and biking. Birding and wildlifing, mushrooming and botanizing. Photography.

Fishing and hunting, fireflies and night skies. Picnicking, camping, cabins and bonfires. Woodlands and wetlands, creeks, swamps, and bogs.

*Continued on reverse*



*Nature by numbers*

*Continuing from front*

Sunrise, forest bathing, contemplation and meditation. Waterfalls, canoeing, creek swimming, rapids running. Snowshoeing, downhill, cross-country, sledding. Snow angels!

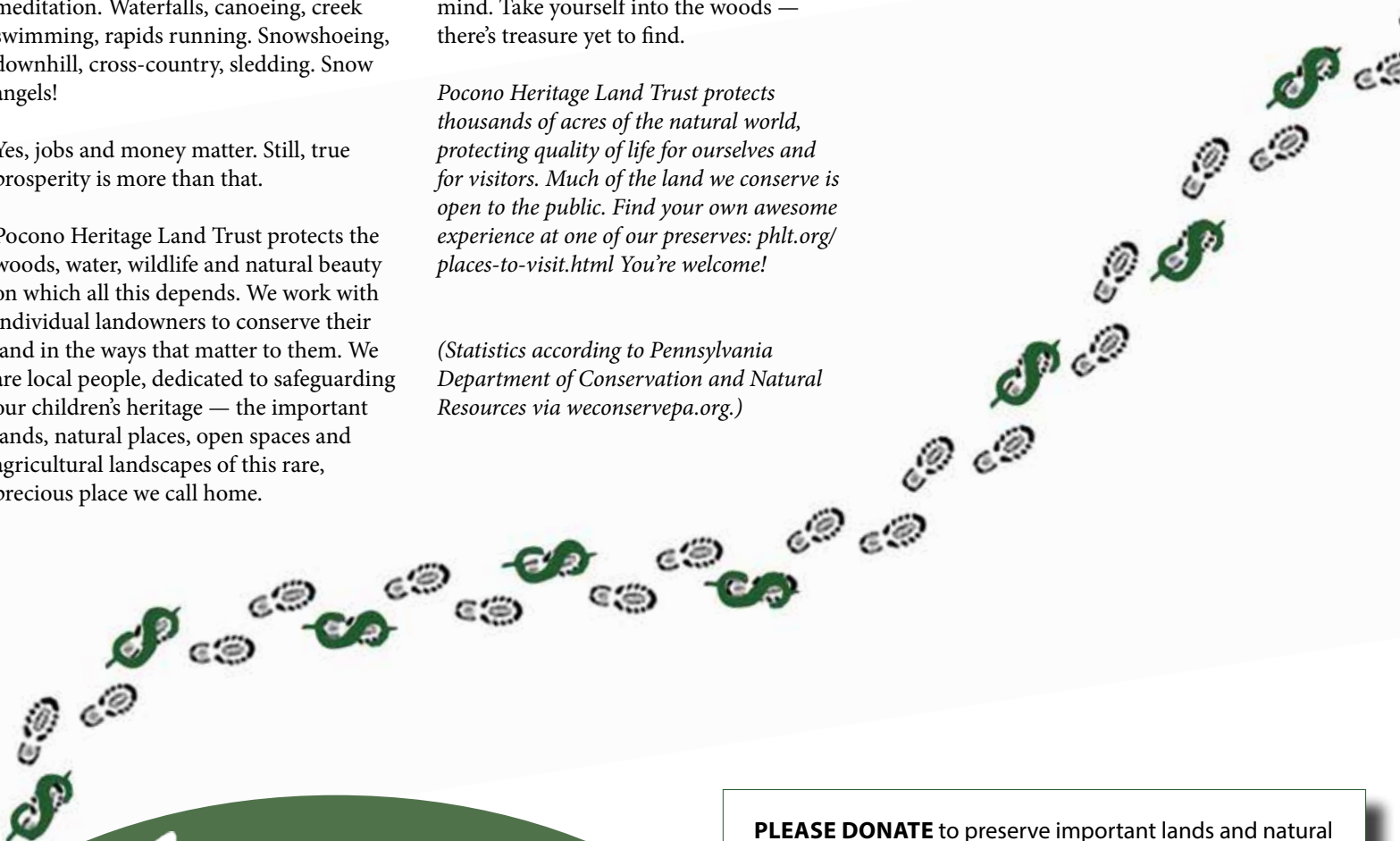
Yes, jobs and money matter. Still, true prosperity is more than that.

Pocono Heritage Land Trust protects the woods, water, wildlife and natural beauty on which all this depends. We work with individual landowners to conserve their land in the ways that matter to them. We are local people, dedicated to safeguarding our children's heritage — the important lands, natural places, open spaces and agricultural landscapes of this rare, precious place we call home.

So, step outside. Close the door, clear your mind. Take yourself into the woods — there's treasure yet to find.

*Pocono Heritage Land Trust protects thousands of acres of the natural world, protecting quality of life for ourselves and for visitors. Much of the land we conserve is open to the public. Find your own awesome experience at one of our preserves: [phlt.org/places-to-visit.html](http://phlt.org/places-to-visit.html) You're welcome!*

*(Statistics according to Pennsylvania Department of Conservation and Natural Resources via [weconservepa.org](http://weconservepa.org).)*



**POCONO HERITAGE LAND TRUST**

**ABOUT CONSERVING LAND**

Founded in 1984, Pocono Heritage Land Trust is a nonprofit organization dedicated to protecting the natural and cultural heritage of the Pocono region by conserving land and inspiring people to care for, enjoy and explore their natural world. PHLT works cooperatively with landowners to preserve their property and leave a legacy of protected natural habitats, healthy forest, clean waterways and open space for future generations.

**PLEASE DONATE** to preserve important lands and natural resources in the Poconos, for generations to come.

- \$25** provides supplies for one trash cleanup day, or one planting of wildflower seeds for meadow habitat restoration.
- \$50** buys tools for managing invasive plants on volunteer days.
- \$150** prints 500 trail brochures to guide visitors on preserves.
- \$500** builds a streamcrossing bridge to improve trail access.
- \$1,500** covers the cost of an appraisal, the first step in acquiring new land for preservation.
- \$3,000** funds construction of a sign kiosk on a new preserve.
- \$5,000** enables development of a new nature trail network, including trail marking, clearing, signage and maps.

**Donate online at [phlt.org/donate.html](http://phlt.org/donate.html)**

or clip this form and send it with your check made out to Pocono Heritage Land Trust to:

**PHLT, 1539 Cherry Lane Road, East Stroudsburg, PA 18301**



You can help Pocono Heritage Land Trust protect land for the future. Learn about membership and volunteer opportunities at [www.phlt.org](http://www.phlt.org).

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_