

For Immediate Release:

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THE TOMBRAS GROUP
STREET SMART ADVERTISING

Appalachian Bear Rescue Launches New Website and Donor Program

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Appalachian Bear Rescue (ABR)-the largest black bear rehabilitation facility in the country- launches its new website and Ambassador Donor Program today, which focuses on educating the community about bear safety.

One mission of ABR is to educate the public about bear safety. The new website accentuates this mission by providing an entirely new and redesigned section on bear safety. This section of the new website will provide information on how humans and bears can successfully live and play together in the same natural habitat.

An important part of bear safety is to educate the public on what they can do to keep themselves safe and how to avoid inadvertently harming black bears and their cubs. In keeping with this, the website will provide world-wide access to an awareness campaign created by The Tombras Group. This campaign consists of several printed posters that will be available on the website for download by ABR's partners and the public.

In addition to launching its website, ABR launches its new Ambassador Donor Program. "This program will allow for more involvement of members," according to Jack Burgin, the President of ABR. Even though Tennessee regulations prohibit volunteers from working with the bears directly, the new Ambassador Donor Program will let our supporters contribute through monetary gifts, while others can contribute by working at a fundraising event, and still others could be involved in educating the community at large about bear safety. For more information visit www.AppalachianBearRescue.org.

In its 11th year of operation, ABR has rescued 76 bears and is currently caring for ten cubs and two yearlings. ABR is a one of a kind 501(c)(3) non-profit organization that provides an urgently needed alternative for wildlife officials trying to save the lives of orphaned and injured black bear cubs. ABR orchestrates releases and medical care with cooperation from Tennessee Wildlife Resource Agency, The National Park Service, and The University of Tennessee School of Veterinary Science. ABR is also supported by other non-profit organizations, such as Friends of the Great Smoky Mountains National Park and the Alcoa Foundation.

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