

For Immediate Release:

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THE TOMBRAS GROUP
STREET SMART ADVERTISING

Summer Change for the Appalachian Bear Center

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TOWNSEND, TN. The Appalachian Bear Center, the not-for-profit organization that has been rehabilitating injured or orphaned black bear cubs since 1996, is changing its name this summer to reflect an expansion of its mission and services. The Board of Directors for the Appalachian Bear Center (ABC) have worked with The Tombras Group to rebrand ABC, develop a new name, and create a new informational program that help the public better understand the dangers of feeding black bears.

The Appalachian Bear Center will now be known as Appalachian Bear Rescue (ABR). This new name reflects the main focus of the organization: rescuing black bears. The word “Center” has caused confusion because ABR is not a place for the public to come and observe bears; it is a site where ABR rehabilitates black bear cubs. Jack Burgin, the President of ABC, said that the new name “better defines what we do. In a very real sense, we are rescuing bears and cubs from some of the effects of people living and interacting in the bears’ natural environment, even if we don’t actually go out and retrieve the injured or orphaned bears.”

To help deliver this message to visitors and residents of the Smoky Mountains, ABR, in collaboration with The Tombras Group, has developed several series of educational print advertisements. These advertisements will inform park-goers of the dangers associated with feeding wild bears, either purposefully or unintentionally. Each series addresses a different issue and ranges from the protection of bears to the protection of humans. The natural curiosity of people to explore the wildlife around them drives this campaign to remind them of the potential consequences of seemingly harmless acts.

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 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, Great Smoky Mountains National Park, 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, Great Smoky Mountains Association, and the Alcoa Foundation.

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