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## **Bush Heritage's new campaign shines light on Bush Heroes as part of 30th anniversary**

To mark the milestone of 30 years on the frontline of conservation, national not-for-profit Bush Heritage has launched a new campaign celebrating our Bush Heroes – the people around Australia dedicated to protecting our environment for future generations.

*Our Bush Heroes* celebrates Bush Heritage's staff and volunteers, Aboriginal partners, Traditional Owners, and our farming partners as well as its loyal community of committed donors and supporters. It spotlights four people – Mike, Cate, Eliza and Justin – each a Bush Hero in their own way including leaving a bequest, donating regularly and working behind-the-scenes & on the ground.

As the increasing pace of climate change drives more intense bushfires, prolonged drought and continuing habitat loss, the campaign encourages others to answer the call to protect native species and landscapes and become a Bush Hero today.

Bush Heritage's origin story has grassroots beginnings in Tasmania when Dr Bob Brown fundraised to buy a block of land fated for wood chipping. Bush Heritage was born from Bob's realisation that Australia needed a better model for land conservation.

The organisation, which is based in Melbourne and has more than 120 staff around the country, now helps to protect more than 11.3 million hectares of land in every state and territory – an area equivalent to half the size of Victoria.

Bush Heritage Chief Executive Officer Heather Campbell said the new campaign was a chance to pay tribute to the many Australians who are doing their bit to help our environment thrive long into the future.

"Our story is not that of a single organisation, rather it is the story of tens of thousands of concerned individuals who share a common belief – that our irreplaceable environment is worth fighting for," she said.

"If the past 12 months has taught us anything it's that Australia needs its Bush Heroes now more than ever before. I invite everyone to consider what they want our shared future to look like and become a Bush Hero today."

*Our Bush Heroes* will run throughout the 30<sup>th</sup> anniversary year.

- Get involved at [www.bushheritage.org.au](http://www.bushheritage.org.au)
- Share on social **#beabushhero**
- Watch the *Our Bush Heroes* video here: <https://youtu.be/wj1-rqoN4r0>
- See the interactive 30<sup>th</sup> multimedia timeline here: <https://www.tiki-toki.com/timeline/entry/1468000/30-Years-of-Bush-Heritage-Australia/>



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