



# 50<sup>th</sup> Anniversary of the Wilderness Act National Awareness Messages

Each of the seven themes below represents one of the most meaningful benefits of wilderness to convey during the 50th Anniversary of the Wilderness Act which occurs in 2014. These themes and the messages under them are designed for use by national, regional, and local groups who are planning events (such as Walks for Wilderness) or educational activities supporting wilderness and wilderness preservation. For each theme there are a variety of messages that capture slightly different aspects of the theme. Messages are given in the form of "taglines," which are the shortest form of messaging. In future iterations of this document, "stories" will be included that elaborate on each tagline message. The taglines are meant to stand alone or to be paired with graphic elements, such as the [50th logo](#). When paired with the 50th logo or graphic elements containing the word "wilderness," this word can be eliminated from the beginning of most taglines.

## Theme #1 – *"A Sacred Place, To Be Left As Is"*

- Wilderness: Saving Our Sacred Spaces
- Wilderness: Wild forever by nature. Protected forever by law. Owned forever by everyone.
- Wilderness: Nature's Cathedral

## Theme #2 – *"Wonder & Inspiration"*

- Rediscover the Wonder of Wilderness
- Wilderness: A Place of Inspiration
- Wilderness: Where the World is Simple, Once Again

## Theme #3 – *"Heritage & Legacy"*

- Wilderness: A gift from our grandparents, a promise to our grandchildren
- Wilderness: "Our Geography of Hope" (with credit to Wallace Stegner)
- Wilderness: Our Shared Heritage and Legacy

## Theme #4 – *"Humility & Restraint"*

- Wilderness: Where Mother Nature Alone Holds Dominion
- Wilderness: A Place Larger Than Yourself
- Wilderness: A Place to Revere, Not to Dominate

## Theme #5 – *"A Place of Refuge"*

- Wilderness: Where Life Regains Perspective
- Wilderness: Where you can hear yourself think
- Wilderness: Simplify, Balance, Unplug, Awaken.

#### Theme #6 – *“Challenge & Accomplishment”*

- Wilderness: The Original American Adventure
- Put the wild back into your life. Discover America’s wilderness.
- Easy is over-rated. Challenge yourself in wilderness.

#### Theme #7 – *“Wilderness as a Symbol”*

- Wilderness: Our Common Heritage and Responsibility
- Wilderness: “America The Beautiful” (with credit to Katharine Lee Bates)
- Wilderness: Made in America. (the word “Wilderness” cannot be removed from this one for trademark reasons)