

**For Immediate Release**  
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## **CONSERVANCY LEADS WEEKEND OF SERVICE ON CUMBERLAND ISLAND**

*Organization partners with REI, Morehouse and Spelman students to volunteer over Martin Luther King, Jr. Weekend.*

**ATLANTA (Jan. 13, 2012)** – In honor of Martin Luther King, Jr. Day, the Georgia Conservancy will be partner with REI, Columbia Sportswear, Keeping It Wild and the Atlanta Tool Bank for its annual service trip to Cumberland Island on January 13-15.

The wildfire that has burned 43 acres on Cumberland poses no threat to the 60 Conservancy volunteers who will spend the weekend maintaining trails, cleaning up beaches and restoring historic structures.

“We are excited to take 60 people from all walks of life down for a weekend honoring the life of Georgia’s greatest citizen, Dr. Martin Luther King, Jr.,” said Bryan Schroeder, membership director with the Georgia Conservancy. “The National Parks Service has done an incredible job coordinating with us to help bring this large group down, a majority of who have never been camping or even set foot on Cumberland.”

Among the trip attendees will be students from Morehouse and Spelman Colleges in Atlanta. Volunteers from the schools have participated in the service trip for the past three years as an opportunity to honor the memory of Dr. King and as a way to break down social barriers to the outdoor community.

“I’m trying to debunk the stereotype that African-Americans just stay in the inner city, just play sports, that you would never see them outdoors,” said James King, a volunteer trip leader and student at Morehouse College.

The Georgia Conservancy has a rich history of involvement with Cumberland Island. This trip marks the fourth year the organization has completed a service project on the island. The organization played a key role in advocating for National Seashore designation for the island in 1972.

### **About the Georgia Conservancy**

The Georgia Conservancy was founded in 1967 to protect Georgia's natural resources for present and future generations by advocating sound environmental policies, advancing sustainable growth practices and facilitating common-ground solutions to environmental challenges. For more information, visit our website at [www.georgiaconservancy.org](http://www.georgiaconservancy.org).

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