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**PRESS RELEASE:** For Immediate Release



**QUWF Announces Habitat Challenge Coin Program**

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**“It’s All About Wildlife”™**

**Buffalo, Missouri:** “Encouraging member landowners and members to conduct ongoing wildlife habitat work, “turnin-the-dirt™”, on private and public lands is top priority with QUWF. We then want to honor them yearly for their commitment to multi-specie conservation with special recognition, incentives and chances for prizes beginning a new tradition with QUWF, the “QUWF – Habitat Challenge Coin®” announces Craig Alderman of QUWF.

“Based on the military challenge coins honored by our service members for participation at the unit level, QUWF has created another first in our industry, the “QUWF-Habitat Challenge Coin®”, states Craig. An exclusive collectible, yearly coin made in the U.S.A. by QUWF Founding Sponsor Stone Hill Winery in Branson, Missouri was designed and created for the program. The laser cut coin made of Baltic Birch is the new symbol of a dedicated and recognized wildlife habitat conservationist of QUWF.

“The “QUWF–Habitat Challenge Coin®” will be awarded to all QUWF member landowners or the project manager for public lands upon completion of the habitat work and submission of the QUWF Habitat Report” reports Nick Prough, Chief Biologist of QUWF. QUWF members own or manage over 2 million acres of just private lands and it is growing. Members earn one Challenge Coin for each habitat project completed. Incentives for opening lands to some public access are also being developed. The Habitat Coins are good for prizes and privileges the year the habitat work was completed. QUWF will produce yearly dated coins, they will be collectible. There is also a matching exclusive laser engraved wine glass of the coin provided FREE to Habitat Coin recipients by simply visiting a Stone Hill Winery store and picking it up. Details are posted on the QUWF website.

“We are excited and proud to offer the “QUWF – Habitat Challenge Coin program®”. It represents the prestige of private and public lands multiple species wildlife habitat conservation each calendar year, earned by our members and recognizes a dedication to hands on habitat work at the very local level each and every year” emphasizes Alderman.

Quail and Upland Wildlife Federation, Inc.™, a tax exempt 501(c)(3) conservation organization, serves its members and chapters nationwide, providing a strong local source of habitat focus on quail and upland wildlife and population recovery. Millions of dollars of habitat work have been completed by its members over the years on millions of acres of both private and public lands, now that work continues with a renewed vitality. Our chapters from coast to coast, provide the grass roots, local habitat work that is making a difference each and every day. For more information or to join QUWF please visit our website at [www.quwf.net](http://www.quwf.net).

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**“Making A Difference For Wildlife, One Acre At A Time”™**