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PRESS RELEASE: For Immediate Release



QUWF Announces Wildlife Ambassador Position

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"It's All About Wildlife"™

Buffalo, Missouri: "We have to think out of the box, engaging landowners, members, hunters and outdoor enthusiasts to get involved in the outdoor lifestyle. The passion of the woods, waters and wildlife is contagious especially if told by individuals whose background is focused on those cherished interests", states Craig Alderman, QUWF Director. "We have found a Wildlife Ambassador, a new staff position at QUWF, who can truly represent this lifestyle, help organize landowners into chapters and move habitat work forward. She is a landowner, is an avid huntress, shoots a shotgun as a pro, can handle a rifle, pistol or bow with the same level of expertise, hunts all over the country and loves teaching her boys to hunt. Adding to this is her experience in managing a business and working with chapter banquets. Heather Lininger, a Missouri native, in fact, is the perfect person for the new position of Wildlife Ambassador with QUWF.



"My life is about the outdoors, it is who I am. I grew up on a farm, know the true passion of loving our lands and know personally how important hands on wildlife habitat is to our future. I "turn-the-dirt" and enjoy the hunt with respect and ethical passion, know the Lord himself provided this for us and it is our job to maintain it" explains Heather. "Working with QUWF now, I can get hands on involvement like never before and help make a difference for our natural wildlife by telling that story, engaging others and help build and manage the Wildlife Ambassador program nationwide" states Lininger.

QUWF's Wildlife Ambassador Program with Lininger aims to create a team of involved individuals across the country who help exhibit the lifestyle of the outdoors and the passion of wildlife habitat and preservation, representing QUWF at the federal, state and local levels. Their love of the outdoors has to come from the connection with the land and experience to "talk the talk" and "walk the walk" with other landowners, members and sponsors. Heather will also be writing stories for the Newsletter and "Turnin-The-Dirt™" Newspaper and doing products reviews for our members and chapters.

As of June 2013, QUWF and its local chapters and members have impacted 1.8 million acres of wildlife habitat and it's chapters spent \$107 Million Dollars in their local communities. That is "Turnin-the-Dirt™".

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, 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.