

WSF eNEWS



FOR IMMEDIATE RELEASE

2014 Convention is New Net Proceeds Record!

Cody, Wyoming, USA. March 24, 2014 – With the final results in, the 2014 Wild Sheep Foundation Convention and Sporting Expo “The Sheep Show™” was confirmed as a new organizational and historical net proceed record besting the previous 2002 net high mark by 10% and beating the successful 2013 event by an incredible 24%.

“Our volunteer and staff team raised the bar this year to not only produce a dynamic, enjoyable and profitable Sheep Show™ during Sheep Week™ for our exhibitors and attendees, we set a new record for net proceeds to Put and Keep Sheep on the Mountain™” noted President & CEO, Gray N. Thornton during the recent Board of Directors meeting held in Minnetonka, Minnesota. “Notable increases over the very successful 2013 event include an 11% increase in special permit and tag revenue benefitting our state, provincial and tribal agency partners, an 18% increase in net auction revenue, an 18% increase in booth revenue, an incredible 89% increase in net raffle revenue, a 29% increase in sponsorship revenue, and an 8% increase in attendance revenue resulting in an overall net proceeds increase of 24% over the prior year.

Consistent with WSF’s corporate Vision to be the “...the best managed, most respected and most influential conservation organization in the world...” costs were contained at a lean 5% increase over 2013 while growing revenues at 15% year over year.” Thornton added.

The new net revenue record is just part of the 2014 Sheep Week™ success. A critical component of the WSF Mission is to educate and inspire youth and the next generation of hunter/conservationists. The 2014 Youth Wildlife Conservation Experience, the vision of Larry Potterfield and generously funded annually through an endowed fund created by Larry and Brenda Potterfield and MidwayUSA, enjoyed a 58% increase in attendance with nearly 1,000 middle and high school students attending the three-day, hands-on event designed to introduce them to the shooting sports, conservation principles, outdoor ethics and life skills.

“Our 2013 convention success last year enabled WSF to put more than \$3.925 Million on the ground towards Mission programs – more than \$750 for every WSF member. Our record 2014 event will allow us to raise that bar even higher this year to fund programs benefitting wild sheep, their crucial habitat, and other wildlife worldwide” Thornton concluded.

The Sheep Show™ returns to Reno, Nevada January 8-10, 2015 for another record breaking “Sheep Week™” for wild sheep and wildlife conservation.

The Wild Sheep Foundation, formerly the Foundation for North American Wild Sheep (FNAWS,) was founded in 1977 by wild sheep conservationists and enthusiasts. With a membership of more than 5,500 worldwide and a chapter network in North America, WSF is the premier advocate for wild sheep, other mountain wildlife, their habitat, and their conservation. Since forming in 1977, the Wild Sheep Foundation and its chapters and affiliates have raised and expended more than \$95 million on conservation, education and conservation advocacy programs in North America, Europe and Asia. These and other efforts have resulted in a three-fold increase in bighorn sheep populations in North America from their historic 1950-70s lows of ~25,000 to ~80,000 today.



The WSF 2015 Convention will be held January 8-10, 2015 in Reno, Nevada - Visit www.wildsheepfoundation.org for more information. Email info@wildsheepfoundation.org. Follow us on Facebook™ [Facebook.com/WildSheepFoundation](https://www.facebook.com/WildSheepFoundation).

Wild Sheep Foundation - 720 Allen Avenue - Cody, WY 82414