

FOR IMMEDIATE RELEASE

March 2, 2018

Media contact: Lydia Saldaña
817.851.5729
lsaldana@tpwf.org



TPWF Launches We Will Not Be Tamed Campaign

Texas Parks and Wildlife Foundation (TPWF) is raising awareness and encouraging all Texans to get involved in conserving the wild things and wild places of our state. The "We Will Not Be Tamed" campaign launches on Texas Independence Day, March 2, 2018. We Will Not Be Tamed calls on us all to appreciate the wildness of Texas, the vastness of our Texas spirit and why we should be inspired to conserve it.

"We hope to engage Texans in conserving the lands, waters and wildlife of Texas," said Anne Brown, TPWF executive director. "We've enlisted a group of remarkable Texan outdoorsmen and women who are standing together to tell their stories about the place that has given so much. We hope they will inspire Texans to get involved."

Campaign ambassadors include people like JT Van Zandt, who finds harmony in nature with a fly-fishing rod in the coastal waters of Texas. Jordan Shipley's career has taken him from the Friday night lights to the pre-dawn light of a Texas deer blind. Xochitl Rodriguez grew up in the Chihuahuan Desert, where the landscape inspired her art. Wounded Warrior Jorge Avalos, severely injured while on active duty, picked up cycling as part of his rehabilitation. South Texas native Adrian Sabom is a lifelong quail hunter and has spent three decades volunteering her time and resources supporting the Caesar Kleberg Wildlife Research Institute.

TPWF is calling them "The Untamed," and you can learn more about them at WeWillNotBeTamed.org. Texas Monthly will be telling their stories online and in the pages of the magazine. They'll be featured in a series of billboards scattered across Texas. Social media, podcasts and video features will help spread their inspiring stories.

TPWF has also teamed up with some favorite Texas brands for a one-of-a-kind sweepstakes. Partners from Toyota to Yeti, Howler Brothers, and Diablo Paddlesports have created a prize package that features everything needed to enjoy outdoor adventures. The sweepstakes kicked off on Texas Independence Day, March 2, 2018 and will end on Oct. 30, 2018. The grand prize winner will drive home in a new Toyota Tundra. All Texans are invited to sign up to win at WeWillNotBeTamed.org.

Website: WeWillNotBeTamed.org

[Read more](#) about We Will Not Be Tamed ambassadors.

[Sign up](#) for We Will Not Be Tamed sweepstakes.

Since 1991, Texas Parks and Wildlife Foundation (TPWF) has leveraged public funds with private philanthropy to advance Texas' proud outdoor traditions and conserve our state's wildlife, habitat, recreational areas, and natural resources. Since its inception, TPWF has raised more than \$170 million to help ensure that all Texans, today and in the future, can enjoy the wild things and wild places of Texas.

###