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Conservation Gets a New Look in Pennsylvania

(State College) - The Pennsylvania Association of Conservation Districts and its member districts adopted a new brand identity at their annual conference in State College today, unveiling a suite of new logos, websites, publications, and other materials that the organizations use to inform the public about their work.

"Conserving natural resources for our future, that's what we do at conservation districts in Pennsylvania," said Susan Marquart, executive director of the Pennsylvania Association of Conservation Districts. "We wanted to update our image and send a signal to the agricultural and development communities, in particular, that we have changed with the times and that the modern conservation district is ready to work together on today's conservation challenges."

Conservation districts are government agencies that work at the county level, bringing Pennsylvania businesses and citizens together to keep the land healthy and water clean. The first districts were established in 1945 and today there is a conservation district serving every corner of Pennsylvania. Conservation districts use sound science and a cooperative approach to address today's conservation challenges. Districts work most closely with farmers and developers, because their activities affect land and water so directly, but have programs and services that are of interest to all businesses and residents in their county. Programs include:

- Abandoned Mines
- Agricultural Land Preservation
- Chesapeake Bay Program
- Dirt & Gravel Roads Program
- Environmental Education
- Erosion & Sedimentation Pollution Control
- Floodplain Management
- Forest Management
- Nutrient Management Program
- Stormwater Management
- Waterway Protection
- West Nile Virus Surveillance Program
- Wildlife Management

(More)



Over the coming months, conservation districts will be adopting and deploying the new look across a wide variety of print and web publications, as well as vehicles and signs on buildings and roadways.

[Click here](#) to review samples of the new materials.

“Our new look stays true to our proud history, while emphasizing our modern outlook,” Marquart said.

The Pennsylvania Association of Conservation Districts, Inc. is a non-profit organization that supports, enhances, and promotes Pennsylvania’s Conservation Districts and their Programs. PACD works to enhance locally led efforts that support the wise use of the state’s natural resources. PACD serves as the collective voice for Pennsylvania’s 66 county conservation districts. Over the years the Association has played an integral part in shaping the modern conservation district by providing advocacy, education and training, program coordination and facilitation to districts and their constituents.

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