



A 501(C)3 Non-profit Organization

# Great Old Broads for Wilderness

Preserving Wilderness for Future Generations



**Great Old Broads for Wilderness** was founded in 1989 as a response to political rhetoric that claimed Wilderness was a bad idea because older Americans couldn't access public lands without roads. We strongly believe as mothers, grandmothers, and great-grandmothers that our children, grandchildren, and all future generations need wild lands for the sustainable future of humanity - *and we will advocate for wilderness protection whether we can access those wild lands or not.*

**The mission:** To protect and preserve wilderness and wild lands using the voices and activism of elders.

### We advocate for:

- Wilderness designation
- Healthy wild public lands



### We monitor wild public lands and take political and/or legal action when these areas are negatively affected by:

- Livestock grazing
- Off-road vehicle use
- Oil, gas, and mineral development



### Our tools:

- National network of more than 4,000 Broads activists
- Connections with other national, state, and local wilderness advocacy groups
- Protests and rallies
- Letter writing campaigns
- Internet alerts
- Legal actions
- Broadwalks - [www.greatoldbroads.org/events.htm](http://www.greatoldbroads.org/events.htm)
- Broads Healthy Lands Project - a grassroots program to gather evidence of wild land abuse - [www.healthylands.org/](http://www.healthylands.org/)



Our grandmotherly image, sense of humor, perseverance, and passion for wilderness continue to be effective in generating media and publicity for our cause. Our strategy of listening respectfully and avoiding contentiousness remains central to our ability to cooperate with others to find the best, healthiest solutions for our public lands.

*We may be long in the tooth, our backs may hurt, and our legs may not move as fast as they used to but we are dedicated to the preservation of wilderness and we are certainly good at making a strong case for wilderness, especially where access issues are concerned. We don't need more roads to get to wilderness. If we can no longer get there by foot, we can always get there by memory and that's much better than not having wild lands for our grandchildren. - Veronica Egan, Great Old Broads for Wilderness Executive Director*