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For Immediate Release

**Upper Perkiomen Valley Partners Receive Grant from the
Pennsylvania Department of Natural Resources**

February 8, 2010 – *Upper Perkiomen Valley* Thanks to a grant in the amount of \$40,000 from the **Pennsylvania Department of Conservation and Natural Resources (DCNR)** to **Montgomery County Lands Trust** the GreenUp Collaborative will move forward in designing a Green Economic Development Plan for the Upper Perkiomen Valley Region. GreenUp will develop a strategy and recommendations to integrate local environmental stewardship with economic development and nature tourism, community stewardship, and green business practices and design to ensure sustainable conservation and economic benefits for residents, business people, municipal leaders, and visitors. The GreenUp Collaborative will build on the work done by the Upper Perkiomen Valley Chamber of Commerce in their PerkUp Initiative.

Formed in early 2009, the initial **GreenUp Collaborative** partners include Montgomery County Lands Trust, Keystone Conservation Trust, Montgomery County Parks and Heritage Services, Montgomery County Planning Commission, Perkiomen Watershed Conservancy, and the Upper Perkiomen Valley Chamber of Commerce. It will enlist additional partners as efforts get underway. Its steering committee is led by Dulcie Flaharty, Executive Director of Montgomery County Lands Trust, and Kim Licata, Vice President at Harleysville Savings Bank.

The Upper Perkiomen Valley region includes Upper Hanover Township, Marlborough Township, Lower Milford Township, Green Lane, Red Hill, Pennsburg, and East Greenville Boroughs. The collaborative may further extend its efforts into the counties of Berks, and Bucks.

What is unique about the Upper Perkiomen Valley and why does it deserve special attention? The region boasts exciting natural assets, yet it is projected to experience growth during the next decade. With the help of additional partners, the Greenup initiative will develop a model program that integrates green thinking into residential stewardship, economic development, tourism, community stewardship, business practices, and corporate leadership. It will enlist residents, the schools, municipal governments, and businesses to monitor key resources and work on ways to use, improve, and promote them.

DCNR Deputy Secretary Cindy Dunn says, “Our grant investments work to bolster our vision for the health of our families, the vibrancy of our communities, the strength of our economy and our quality of life in Pennsylvania. These grants allow us to partner with communities so that they can expand and improve the wonderful assets that make the places we call home vibrant and attractive.”

DCNR is the primary source of state support for Pennsylvania recreation, parks and conservation initiatives. Grant funding from the DCNR assists hundreds of communities and organizations across Pennsylvania to plan, acquire, and develop recreation and park facilities, create trails, and conserve open space.

As a non-profit conservancy, Montgomery County Lands Trust works to preserve and connect the natural areas, farmland, and neighborhood green spaces which contribute to our quality of life, to a clean and abundant water supply, and to the health of our region’s economy. To learn more about our organization, please visit our website at www.mclt.org

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