The Wilderness Society forges new partnership with KEEN and 21st Century Conservation Service Corps

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Project Build will outfit and connect more youth corps with our public lands.

The Wilderness Society is partnering with KEEN and the 21st Century Conservation Service Corps to connect more youth with America’s public lands through “Project Build,” which will support the hard work of America’s conservation corps and build upon the legacy of dedication to protecting our treasured landscapes through citizen stewardship.

Project Build will take place in cities across the U.S. including Los Angeles, Portland, Denver, and New York with projects that range from urban farm construction in former housing projects to building miles of trail in our country’s wilderness. KEEN Utility will help fund these projects, and outfit 300 corps members with KEEN Utility work boots.

“The Wilderness Society is honored and thrilled to be part of the Project Build partnership with KEEN Utility and the 21st Century Conservation Service Corps,” said Michael Carroll, Senior National Partnership Director with The Wilderness Society. “Building the next generation of stewards for the outdoors is critical to the future of our wild public lands. KEEN is a forward-thinking company that understands the importance of putting boots on the ground and investing in young stewards who are restoring the land and protecting America’s wild places.”

Project Build will help support 18 service corps in vital conservation areas across the country:

- SEEDS - Michigan Youth Corps – Traverse City, Mich.

Through this partnership, KEEN expects to help protect up to 500,000 acres of land, 100 miles of rivers, and dedicate roughly 1,000 hours of volunteer time from KEEN employees.

This partnership will also help fulfill the 21st Century Conservation Service Corps’ goal to get 100,000 youth out on public lands every year.

Project Build expands on a partnership between The Wilderness Society and the 21st Century Conservation Service Corps to engage corps in 50 conservation service projects in 50 wild places across the U.S. to celebrate the 50th anniversary of the Wilderness Act. The Fifty for the 50th Campaign employs youth and veterans to Together, The Wilderness Society, KEEN, and the 21st Century Conservation Service Corps will continue to build a lifelong connection to the outdoors for the next generation of public lands conservancy, and ultimately inspire more young Americans to actively work on and care for our public lands.