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The Cougar Fund Announces Partnership with 1% for the Planet

Jackson, WY, June 1, 2011 -- The Cougar Fund is a new nonprofit partner of 1% for the Planet, an alliance of over 1,380 member companies in 43 countries that give one percent of revenues to environmental causes. The Cougar Fund is now eligible to receive donations from 1% member companies, placing them among a diverse, global network of environmental organizations. 1% member businesses fuel this non-profit network through their annual contributions, which totaled over \$22 million in 2010. Partnership with 1% greatly expands the potential pool of funding to which The Cougar Fund can look to for support.

Newly approved, The Cougar Fund contributes to a healthier planet by protecting one of its keystone species, the cougar. When umbrella species like the cougar are protected on the landscape, then all the other animals in the ecosystem and the habitat they depend on benefit, too.

Over 2,300 non-profits worldwide are included in the 1% network, and over \$70 million has been funneled to its nonprofit partners to date. "The intent of 1% for the Planet is to help fund these diverse environmental organizations so that collectively they can be a more powerful force in solving the world's problems," Yvon Chouinard, founder of 1% for the Planet.

"With the expertise and talent of our board of directors, the loyalty of our national and international members, our history of collaboration with other non-profits and governmental agencies and our 10 years of advocacy experience, The Cougar Fund is a force for good for this magnificent cat," said Lisa Rullman, Development Director for The Cougar Fund.

About 1% for the Planet

Started in 2002 by Yvon Chouinard, founder and owner of Patagonia, and Craig Mathews, owner of Blue Ribbon Flies, 1% for the Planet is a growing global movement of over 1,350 member companies in 43 countries that donate one percent of their sales to environmental organizations worldwide. Each day, more than one new business joins the 1% for the Planet movement. As a network, the 1% community has become a

frontrunner in funding the work of environmental groups around the world. To learn more about 1% go to: www.onepercentfortheplanet.org

About The Cougar Fund

Celebrating its 10th Anniversary this year, The Cougar Fund protects the Americas' greatest cat in four key ways. They educate children and adults on the value of the species and how to stay safe in cougar country. They partner with grassroots and national organizations to preserve the wild habitat and corridors necessary for the cougar's long-term survival. They promote the use of sound science as a guide for wildlife management decisions. And finally, they advocate on behalf of cougars and monitor state game agencies in states that allow sport hunting of cougars.