

**Cortlandt Conservation Advisory Council
Creation of a Conservation Advisory
Council Brochure and Poster
2003 Education Award**

As part of their ongoing activities to reach out to the public The Town of Cortlandt Conservation Advisory Council created a flyer and poster for distribution and display at the Town of Cortlandt Bear Mountain Road "Toll House".

Since its function is to introduce the public to Cortlandt with its history, trails, town government and sites of interest, the Council members believed a flyer that introduced their presence and offered a bit of their philosophy and function would be most appropriate. They also felt that it was essential that the layout represent a creative approach using not only a descriptive text but also illustrations, photographs and a piece of poetry. They used a poem by Milton Lunin, a local, published poet whose works have a strong environmental commitment.

The first printing was placed in all town offices. Its popularity led to a second printing for the Toll House. The total cost was \$1,000 paid from the CAC budget.

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