



## INTERNATIONAL LEAGUE OF CONSERVATION PHOTOGRAPHERS HIRES PRAECERE PUBLIC RELATIONS AS AGENCY OF RECORD

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**WASHINGTON, DC** – In the wake of the major oil spill in Michigan’s Kalamazoo River, the oil company responsible now faces an environmental defender that understands the power of publicity in raising awareness for a good cause. This time the oil battlefield isn’t the Gulf of Mexico or near the Great Lakes, but rather the Great Bear Rainforest in British Columbia.

To help protect this pristine, fragile ecological treasure and ancestral home for indigenous tribes, the [International League of Conservation Photographers](#) (iLCP) has hired [Praecere Public Relations LLC](#) as its public relations agency of record and to help build an international brand.

iLCP partners with some of the most recognizable names in international conservation and photography such as National Geographic, Sierra Club, Conservation International, Tides Foundation, and the WILD Foundation. iLCP’s signature program is the Rapid Assessment Visual Expedition (RAVE), which gathers the world’s finest nature photographers and videographers to document ecosystems threatened by impending infrastructure development.

“Our entire model of conservation is based on public awareness and mobilizing citizens to stand up for endangered ecosystems,” said iLCP President Cristina Mittermeier. “We hired Praecere because of their proven ability to secure top-level media and get iLCP positive recognition.”

“We are honored to have a client as distinguished and respected as iLCP,” said Praecere President [Babak Zafarnia](#). “We will work hard to promote iLCP’s leadership in cutting-edge conservation efforts and progressive global outreach, and are certain that iLCP’s great work will appeal strongly to international audiences.”

Praecere has created the outreach strategy for the upcoming RAVE in the Great Bear Rainforest, an area threatened by a planned oil pipeline from the Alberta oil sands to the Pacific coast. The pipeline would run through ancestral lands of the Coastal First Nations tribes and over 1,000 salmon streams and rivers. Even more concerning, the plan would introduce oil supertankers to the delicate British Columbia coastline, where an oil disaster would have devastating effect. Praecere has secured top-level US television placements and organized a large press conference in Vancouver for the global media launch, including the release of the Great Bear Rainforest RAVE images and video.

Praecere is [headquartered in Washington, DC](#). The agency specializes in [issues and advocacy](#), [branding](#), [crisis management](#), [CSR/sustainability](#), [digital strategies](#), and [media training](#). Praecere employs a unique strategic blend of public affairs, law, international business, and digital tactics to generate winning solutions for its clients.

To learn more about Praecere Public Relations and its ways of reinventing traditional media and communications, please visit [www.praecere.com](http://www.praecere.com). To learn more about iLCP, please visit [www.ilcp.com](http://www.ilcp.com).

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