



BUSH HERITAGE AUSTRALIA

SHARE TO PROTECT NATIVE SPECIES #yourbushheritage Bush Heritage launches social media campaign with a new video featuring music from The Jezabels

Conservation not-for-profit Bush Heritage Australia has launched a social media campaign – **#yourbushheritage** - to raise awareness of its work protecting almost 6,000 native species across its 44 reserves.

[WATCH AND SHARE THE VIDEO](#)

Australian anthem *Long Highway*, from indie rockers The Jezabels's critically acclaimed 2011 album *Prisoner*, provides the perfect soundtrack to stunning footage of iconic Australian landscapes and species such as Red-tailed Phascogales, burrowing bettongs and Bridled nail-tailed wallabies – all which are currently threatened due to threats such as habitat loss, feral predation and land clearing.

Heather Campbell, the new Chief Executive of Bush Heritage, says the social media push is part of a concerted effort to get younger people hooked on conservation.

"It's so important that we talk to younger people and show them what's at stake if we do nothing. So much of the environmental movement is driven by people wanting to make a difference for the next generation – with this video, we're asking the next generation to share, get involved and help us spread the word," said Heather.

"There's a real momentum happening in conservation right now. People are demanding more be done to protect our irreplaceable

landscapes and magnificent native species before it's too late."

- **Share via Bush Heritage's Facebook**
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- **Share via Bush Heritage's Twitter**
@BushHeritageAus
<https://twitter.com/BushHeritageAus>
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Bush Heritage was founded in 1991 by Bob Brown, who put a down payment on a bush block in Tasmania's Liffey Valley after winning an environmental prize. Bringing together a group of like-minded passionate individuals to fundraise the balance, the idea of Bush Heritage was born.

The organisation now owns, or manages in partnership with Aboriginal people, more than 8.86 million hectares of the Australian bush. Its largest owned reserve is Bon Bon Station Reserve at 216,700 hectares, and its smallest is Currumbin Valley Reserve at just four hectares.

Bush Heritage protects almost 6,000 native species across its reserves, including at least 239 threatened species.

To find out more or to donate, visit:
www.bushheritage.org.au

