

Rita Sanders chosen by wildlife agency

The Rita Sanders Public Relations and Advertising Agency has been chosen by the Wildlife for Tomorrow Foundation to conduct a media and publicity campaign for the fund-raising rollout of the organization's \$5 million Wildlife Conservation Education Center, scheduled to open in 2007.

According to Wildlife for Tomorrow Board of Directors President Steve Hirsch, the naming of the Rita Sanders Agency to direct the media campaign for the fund-raising program was an easy decision.

Founded in 1990, the nonprofit foundation is dedicated to the enhance-

ment, protection, management and enjoyment of Arizona's wildlife resources. It also founded and maintains the Arizona Outdoor Hall of Fame, recognizing individuals and organizations that have made significant contributions to Arizona's wildlife.

"Rita Sanders has been in business for nearly 30 years and has a stellar reputation," Hirsch said. "In addition, the fact that DeWayne Smith, one of members of the Arizona Outdoor Hall of Fame, is on her staff and will be intimately involved with promoting the campaign, clinched the deal."

Smith, who has been with the agency for five years, was inducted into the Arizona Outdoor Hall of Fame in 2000 following a 30-year career with the *Phoenix Gazette* and *The Arizona Republic* as an outdoor writer and editor.

For more information about the foundation and the education center, call 480-214-5303 or visit www.wildlifefortomorrow.org.