

FLORIDA WILDLIFE FEDERATION

16,886	TOTAL UNIVERSE	\$80.00/M	UNIT OF SALE:
9,563	ACTIVE MEMBERS	\$90.00/M	\$25.00 AVERAGE
7,250	2015 - 2018 SWEEPS ENTRANTS	\$80.00/M	

GENDER: 75% FEMALE
CAN SELECT

THE FLORIDA WILDLIFE FEDERATION IS A PRIVATE, STATE-WIDE, NON-PROFIT CITIZENS' CONSERVATION EDUCATION ORGANIZATION COMPOSED OF THOUSANDS OF CONCERNED FLORIDIANS AND OTHER CITIZENS FROM ALL WALKS OF LIFE WHO HAVE A COMMON INTEREST IN PRESERVING, MANAGING, AND IMPROVING FLORIDA'S FISH, WILDLIFE, SOIL, WATER AND PLANT LIFE.

ADDRESSING:
EMAIL
FTP

FWF HAS BEEN IMPROVING FLORIDA'S WILDLIFE SINCE 1937. FWF BELIEVES ETHICAL HUNTING AND FISHING AND THE PROPER RECREATIONAL USE OF OUR NATURAL RESOURCES INSPIRES CITIZENS TO PROTECT OUR ENVIRONMENT.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THE FEDERATION ALSO SUPPORTS NUMEROUS OTHER CONSERVATION ENDEAVORS THROUGHOUT THE STATE INCLUDING:

- * PROTECTION OF WETLANDS, WILDLIFE HABITAT AND ENDANGERED SPECIES.
- * ACQUISITION OF ENVIRONMENTALLY ENDANGERED OR SENSITIVE LANDS.
- * CONSTANT OPPOSITION TO ENVIRONMENTAL POLLUTION AND WASTE WITH A FOCUS ON CLEAN AIR AND WATER QUALITY.
- * ENCOURAGING ENVIRONMENTAL AND OUTDOOR EDUCATION IN FLORIDA'S SCHOOLS.
- * ENCOURAGING PROPER MANAGEMENT OF OUR NATURAL RESOURCES, INCLUDING FRESH AND SALT WATER HABITATS AND STATE AND NATIONAL FORESTS.
- * SUPPORT AND DEVELOPMENT OF TRADITIONAL OUTDOOR RECREATIONAL OPPORTUNITIES FOR THE PUBLIC, INCLUDING FISHING, HUNTING, CANOEING, HIKING, BIRD WATCHING AND PHOTOGRAPHY.

THRU: JUNE 19
NEXT: JANUARY 20

** FWF DOES NOT RELEASE THEIR LIST FOR POLITICAL **
** OFFERS. **

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$100.00 CANCELLATION FEE.

SOURCE: MEMBERSHIP AND SWEEPS GENERATED

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Florida Wildlife Federation (cont)

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
GENDER	\$5.00/M
EMAIL	\$60.00
FTP	\$75.00

** USAGE **

WORLD WILDLIFE FUND	DEFENDERS OF WILDLIFE	EARTHJUSTICE LDF
FLORIDA SPORTSMAN	HEIFER INTERNATIONAL	NATURE CONSERVANCY
NATIONAL AUDUBON SOCIETY	NAT'L GEO SOCIETY DONORS	WILDERNESS SOCIETY
NAT'L PARKS CONS. ASSN.	NATIONAL WILDLIFE FED	WPBT2 PUBLIC TV
SALT WATER SPORTSMAN	OCEAN CONSERVANCY	
COLONIAL WILLIAMSBURG FTN		

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