

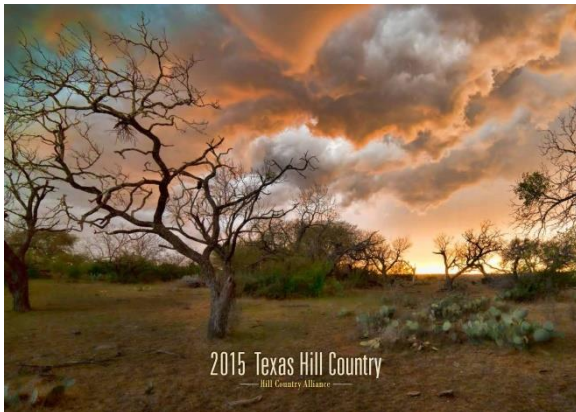
For Immediate Release

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2015 Texas Hill Country Calendar Available for Sale

Calendar captures the beauty of the Texas Hill Country and the importance of protecting it for future generations



(October 2, 2014) The Hill Country Alliance (HCA) recently released their 9th Texas Hill Country Calendar. Once again, this calendar delivers stunning photography while remaining an informative resource on Hill Country conservation – addressing such issues as groundwater resource protection, native habitat conservation, land stewardship, night sky protection and more. HCA hopes their calendar will inspire people to learn more and become involved in the issues important to keeping the natural resources of this beautiful and fragile region intact.

The photographs featured throughout the 2015 calendar were chosen from nearly 400 submissions to HCA’s 2014 Photo Contest. The annual photo contest calls for photographs that capture the unique qualities of the Texas Hill Country that need preserving as well as examples of good land stewardship being put into practice. This year, HCA also called for photos that reflect a struggling region amidst drought and sometimes misunderstood land stewardship practices.

The cover of the 2015 calendar features grand prize winner, Mark Holly’s photo, “No Bluebonnets this Year,” taken in early spring along the Willow City Loop, a spot normally famous its lush spring landscape of bluebonnets and other native wildflowers. “We felt especially compelled to use this image on the calendar cover because of the story it tells — of stress and hope and resiliency,” said Christy Muse, executive director of HCA.

The calendar is available for sale through the HCA website, www.hillcountryalliance.org. Wholesale prices for Hill Country retailers and special bulk order prices for businesses and organizations are available.

The Hill Country Alliance is a non-profit organization whose purpose is to raise public awareness and build community support around the need to preserve the natural resources and heritage of the Central Texas Hill Country.

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