



FOR IMMEDIATE RELEASE

“How to Stay Connected with the National Trust” campaign launched by the National Trust for the Cayman Islands

15th March 2022 – To ensure that members of the National Trust for the Cayman Islands (NTCI) keep connected with updates and events for the organization, there was a soft launch on our social media platforms of the ***“How to Stay Connected with the National Trust”*** campaign on 24th February 2022. The promotion was created after receiving feedback from some current members who weren’t receiving updates, and former members who wanted to learn how to reconnect and be informed of all the National Trust’s programming and events on all three islands.

“Our Members love being involved in natural and/or built heritage, and we don’t want anyone to feel disconnected,” explained Membership Manager, Nicole Best, “As such, our aim with this campaign is to share all the ways the members can sign up for updates, as well as follow the National Trust on our various social media platforms.”

The campaign includes videos and infographics to clearly outline the ways to connect with the National Trust, such as signing up for newsletters. “Anyone in the community can be actively involved as we even have Student Memberships,” Ms. Best stated.

Stay connected with the National Trust by following us on social media channels Facebook @nationtrustcaymanislands, Instagram @nationaltrustcayman and LinkedIn @nationaltrustforthecaymanislands and Youtube @nationaltrustforthecaymanislands as well as our website www.nationaltrust.org.ky

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About the National Trust for the Cayman Islands

The National Trust for the Cayman Islands is a non-governmental organization whose mandate under the National Trust Law (2010 Revision) includes the preservation of the historic, natural and maritime heritage of the Cayman Islands for present and future generations.

About the Blue Iguana Conservation Programme

The Blue Iguana Recovery Programme began in 1990 with only 30 dedicated Blue Iguanas and the primary goal to restore the wild population to 1,000 Blue Iguanas, encouraging viable population in the long-term. Having met its primary goal in 2018, the initiative formally transitioned to the Blue Iguana Conservation Programme in 2019 with a new focus of sustainably conserving the native species of Grand Cayman.

About the National Trust's Environmental Programme

The National Trust for the Cayman Islands' environmental programme was founded on the concept that the protection of native plants and animals is best achieved by protecting the natural areas in which they depend.

About the National Trust Conservation Programme

The National Trust for the Cayman Islands' conservation programme strives to protect Cayman's native species and the habitats in which they live, and includes the endemic Blue Iguana of Grand Cayman, the Sister Islands Rock Iguana and Cayman's native bat species.