



CAPE FEAR Wildlife Expo



PRESS RELEASE

Wilmington's Gone Wild!
Cape Fear Wildlife Expo
March 18-20, 2011

Did you know? **Wilmington's going wild in March!** Outdoor enthusiasts of all ages will be gathering at the 2011 Cape Fear Wildlife Expo on March 18th -20th for three (3) full days of interactive learning and fun!

Three (3) collaborative events are being developed specifically for youth, each intended to build their enthusiasm for the great outdoors. These events, which will be free to attend, are being sponsored by Time Warner Cable's "Connect a Million Minds" (www.connectamillionminds.com) and organized by the North Carolina State Chapter of the Quality Deer Management Association (QDMA) (www.qdma.com):

1. **"Kids Gone Wild" Academic Tracks.** Fun and interactive, each topic has been selected with two goals in mind: to promote a child's interest in science and to foster their love for the great outdoors. Raptors, wolves and snakes will each play their part. The science behind the digital energy world will be revealed. Forest, fish, and food webs will all be examined through interactive play. Kids will meet up with some of North Carolina's most unusual native species while learning how they can work to preserve our natural resources. Kids will also have an opportunity to explore jobs related to wildlife, learning what they can do now to begin preparing for a rewarding career. Twelve (12) workshops in all split in to one of three academic tracts.

Workshop content will be developed to meet academic course of study objectives. Teachers who sign on early will be provided an opportunity to request that other curriculum objectives be met as well so that we may tie this event as closely to their lesson plans as possible. School groups that would like to participate in this project should contact the North Carolina State Chapter of QDMA by e-mail: ncqdma@yahoo.com or phone: 919/552-9449.

2. **Cape Fear Wildlife Expo "Wild Workshops"**- Friday and Sunday afternoons: Kids of all ages attending the Cape Fear Wildlife Expo will also enjoy 1-hour outdoor skills workshops designed to foster a kids' enthusiasm for outdoor sports and an appreciation of North Carolina's natural resources. We'll draw on the expertise of the fishing, wildlife and wildlife habitat management professionals, and others to deliver focused outdoor skills and environmental learning workshops such as these:



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- Interested in getting into the hunting sports? Join the Deer Hunting 101 workshop and get started!*
- Do you know how to improve your land for wildlife? Sit in on the food plot seminar and we'll show you how to do it.
- Sit in on a snake show and learn why snakes play an important role in maintaining our native wildlife habitat.
- Meet with the fishing Pros who will teach you how to bring home some of those fish you've only heard stories about
- Check out Alligator Alley; Explore the great outdoors through the eyes of a wildlife artist; Learn more about managing timbered forest for the benefit of wildlife

You get the picture...there is something for everyone coming to the 2011 Cape Fear Wildlife Expo!

One-hour workshops will be offered throughout the day on a first come first serve basis.

*Advance reservations for the 2.5 hour "Deer Hunting 101" workshop on Sunday afternoon, March 20, are being accepted: Call 919/552-9449 or e-mail: ncqdma@yahoo.com). This workshop will be appropriate for outdoor enthusiasts aged 10 - 110

3. Cape Fear Wildlife Expo "Wild Child Scavenger Hunt" - A collaborative effort of more than 30 community-minded wildlife organizations will send youth attending the Expo in search of wildlife and environmental fun facts:

Youth (age 10 and under) will search for wildlife and environmental artifacts throughout the show, receiving an immediate reward for each artifact found; and an ultimate prize when they complete their hunt, compliments of Chick-Filet and other community minded sponsors.

Teens and Tweens (age 11-18) will seek answers to wildlife and environmental related questions that will give them some of the knowledge and tools that they will need to serve as our wildlife stewards of tomorrow. With answers to these wildlife topics in hand, these explorers will then be equipped to crack the code, solving a riddle that makes them eligible to enter a drawing for some *really big prizes*.

Hope you'll join us - March 18-20, 2011 - Cape Fear Wildlife Expo - at the new Wilmington Convention Center! More information about the show can be found on the web at: www.capefearwildlifeexpo.com



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A message from...

Cape Fear Wildlife Expo. We'd like to welcome you to attend the 3rd annual Cape Fear Wildlife Expo to be held at the Coastline Conventions Center and the new Wilmington Convention Center on the waterfront in downtown Wilmington, North Carolina. The 2011 Expo will be a three day event beginning on Friday, March 18 through Sunday, March 20. The hours will be Friday from 9:00 am until 6:00 pm, Saturday from 9:00 am until 6:00 pm, and Sunday from 10:00 am until 5:00 pm. In addition to the many new seminars are being planned for our youth, we are expecting 100+ exhibitors that will be showcasing the latest hunting, fishing and outdoor equipment along with many local artisans that will showcase their creative works of art such as decoy displays, wildlife art, hand carved turkey calls, jewelry and many more. There will also be displays of boats and accessories, trucks and ATV's. The goals that we want to continue to accomplish by having the Expo are: to promote hunter retention, to encourage our youth to enjoy the outdoors through hunting and fishing, and to heighten public awareness of our natural resources and to encourage conservation of these valuable resources. *Sponsorships are still available.* Contact the Expo office at **910.795.0292** or at e-mail: WC@CapeFearWildlifeExpo.com for additional information on exhibitor space and/or sponsorship

Time Warner Cable. Eighty percent of jobs created in the next decade will require math and science skills. Clearly there's an immediate need for youth to develop skills in science, technology, engineering and math. In November 2009, Time Warner Cable launched Connect a Million Minds (CMM), a philanthropic commitment of \$100 million cash and in-kind donations to create the problem solvers of tomorrow. This five-year initiative is designed to inspire students to pursue learning opportunities, develop skills, and pursue careers in science, technology, engineering and math (STEM). Technology and innovation are central to Time Warner Cable's ability to connect millions of people to the entertainment they want, the information they depend on, and the people they care about most. As a result, Time Warner Cable's new philanthropic initiative creates a powerful link between the full strength of our company and the talents of our employees with the needs of students and, ultimately, our country. Join Time Warner Cable in our mission to connect youth to STEM opportunities by making a pledge at www.connectamillionminds.com.

The Quality Deer Management Association. The Quality Deer Management Association (QDMA) is a non-profit wildlife conservation organization dedicated to ensuring a high-quality and sustainable future for white-tailed deer and white-tailed deer hunting. Founded in 1988, the QDMA (www.qdma.com) currently has members in all 50 states and several foreign countries including many deer management professionals. The QDMA is open to anyone who is interested in management of this keystone species. The QDMA has developed numerous partnerships with state wildlife agencies, timber companies, hunting groups, and product manufacturers. These partnerships have increased both the awareness of the QDMA and participation in the Association's wildlife management philosophy, Quality Deer Management (QDM). Without question, the QDMA is rapidly becoming the most respected and influential white-tailed deer organization in the United States. Join us today (www.qdma.com) and see what the QDMA can do for you!