

Help create a NEW Conservation Area on the Norwottuck Rail Trail on South East Street!

\$20,000 MUST BE RAISED BY JUNE 1, 2013!

The Threat: For nearly a decade this parcel of land, known as the Old Rock Farm, was the site of intensive condominium development plans. A foreclosure by Greenfield Savings Bank in January 2013, however, has created a unique opportunity to purchase the parcel for conservation. If this land isn't protected now, other buyers are likely to pursue development again.

For Recreation and Views: Thousands of people walk and bicycle on the Norwottuck Rail Trail each year and will benefit from the protection of this land. Its conservation will help complete the greenway of protected land along the Rail Trail in South Amherst. This parcel also affords a beautiful wide-open view of the Mount Holyoke Range and Pelham Hills.

For Wildlife: This land has long been recognized as a great spot for bird watching, including Carolina wrens, barred owls, woodcocks, pileated woodpeckers, bobolinks, rose-breasted grosbeaks, Baltimore orioles, cardinals, and meadowlarks. The land contains milkweed plants, which are essential to the life cycle of the monarch butterfly, as well as a certified vernal pool providing habitat for wood frogs, painted turtles, and spotted turtles.

What You Can Do To Help: To leverage public funding from the Massachusetts Department of Conservation and Recreation and the Town of Amherst Community Preservation Act Fund to purchase and protect this land, Kestrel must raise \$75,000 in private funds. An anonymous donor has generously contributed a challenge gift of \$25,000 to Kestrel Land Trust. The South Amherst Conservation Association has raised \$30,000. That leaves us with **\$20,000 more needed to make this purchase possible.**



For Bikers!



For Birders!

Please help us meet this challenge by making a tax-deductible contribution today.

Your donation will help protect the land for this and future generations!



Limited Development Required:

To meet the \$501,000 price agreed to by Greenfield Savings Bank, 1-2 house lots must be sold to protect the remaining 5 acres. The house lots are where the existing shack and old barns are located. If you are interested in purchasing these parcels for appraised value, please contact Kestrel Land Trust at 413-549-1097 or email info@kestreltrust.org.

South East Street Rail Trail Project Contribution Form

Yes! I would like to help create a 5-acre municipal conservation area along the Norwottuck Rail Trail on South East Street in South Amherst. My donation will help leverage an anonymous \$25,000 challenge gift to Kestrel Land Trust, as well as \$225,000 in state and CPA funds for this project.

___\$50 ___\$100 ___\$250 ___\$500 ___\$1,000 ___\$5,000 ___Other: \$_____

ALL FUNDS MUST BE RAISED BY JUNE 1, 2013!

Name _____

Address _____ Town _____ State _____ Zip _____

Email _____ Phone _____

Please make your check payable to Kestrel Land Trust and mail to P.O. Box 1016, Amherst, MA 01004.

Please note "South East Street Rail Trail Project" in the memo line.

If you prefer, you may donate online at kestreltrust.org/donate.php.

Thank you for conserving the Valley you love!