7TH ANNUAL

PEACE. LOVE. P-22.

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P-22 DAY FESTIVAL
& URBAN WILDLIFE WEEK

OCT. 15-22, 2022

URBANWILDLIFEWEEK.ORG
ARTWORK: CORIE MATTIE - LAHOPEDEALER.COM
JOIN US FOR THE SEVENTH ANNUAL
P-22 DAY FESTIVAL
& URBAN WILDLIFE WEEK

Thousands of people have attended the annual events that occur during Urban Wildlife Week. Here’s your guide for joining the fun in 2022!

For over 80 years, The National Wildlife Federation has worked to unite all people around a shared love of nature and wildlife. Through this series of events spanning over a week and through multiple cities in the Los Angeles area, we convene an array of partners to connect wildlife and people to each other in a welcoming and inclusive community event that celebrates diverse perspectives about the natural world.
MEET P-22. 
LA’S HERO & MODEL FOR COEXISTENCE!

People across Los Angeles and around the world are rallying around the inspiring story of a mountain lion hero known as P-22.

His story has been featured in The New Yorker, Wall Street Journal, Los Angeles Times, National Geographic, CBS News, BBC World News, NPR, 60 Minutes, the book When Mountain Lions Are Neighbors, and a documentary film, The Cat That Changed America.

P-22, born in the Santa Monica Mountains, made an incredible journey across two of the busiest freeways in America - the 101 and the 405 - to find a home in Los Angeles’ Griffith Park. P-22’s story is fueling a new conservation movement, showing that wildlife and people can coexist in mutual wonderment. Check out P-22’s Facebook page!

THE ARTIST

Street artist Corie Mattie, also known as LA Hope Dealer, uses her work to propel purposeful conversation forward. As a trailblazer in the LGBTQIA+ and street art communities, she is empowered by her unwavering courage as an artist, in addition to setting an example of what artists are capable of doing with their creativity.

Perhaps her greatest skill is her ability to manifest the cultural moment, creating poignant art that calls for a shift in perspective. Her bold aesthetic mirrors this spirit and demands your attention.

Recently, she has used her platform to bring awareness to P-22, with a mural and filmed “run-in” with P-22. The mural, like all of her most recent pieces, features a QR code that will drive awareness directly to the conservation efforts of NWF. With her art, Corie turns moments into movements, and her increasing awareness of P-22 has been no exception.
WHAT’S HAPPENING
During P-22 Day & Urban Wildlife Week

Our three flagship events, Wildlife 2 Watts, the Following the Footsteps of P-22 Hike, and the P-22 Day Festival, serve as the framework for a week of FREE events for all ages and across multiple cities, including school presentations, guided hikes, Cougar Taco Time, and Facebook LIVE broadcasts! Be sure to check the website for an updated schedule of all the activities.

Wildlife 2 Watts
October 15

Join 3rd Rock Hip Hop and NWF as we kick off Urban Wildlife Week with Wildlife 2 Watts! By encouraging place-based discovery in Watts, we help awaken a sense of awareness that nature is at our fingertips—even in the most unexpected places—and that nature is for everyone. This event includes the opportunity to interact with native wildlife ambassadors, musical performances, art activities, and more.

Following the Footsteps of P-22
October 18-22

For five days and more than 50 miles, NWF’s California Regional Executive Director, Beth Pratt, will lead a hike through the Santa Monica Mountains and Los Angeles—taking a similar path to the one that P-22 may have followed. Tracked virtually by people worldwide, this journey will illustrate how the promise of connectivity is integral not just for the future of mountain lions, but for all wildlife such as salamanders, birds and butterflies.

P22 Day Festival
October 22nd

This community-wide festival honors the world’s most famous mountain lion and includes over 100 exhibitors, rock-climbing wall, children’s art activities, and much more! Ranger Rick and “P-22” will be making appearances, along with many other special surprise guests. You can also dance to live music from 3rd Rock Hip Hop and other cool bands.
FEATURED AT THE P-22 DAY FESTIVAL

Over 100 fun and educational exhibits!

3rd Rock Hip Hop & Animal Planet’s John Griffith
SO MUCH FUN!

National Park Service scientists and other wildlife experts!

Art & other children’s activities

P-22 & Ranger Rick

Cougar Conservancy’s Coexistence Pavillion

AND MORE!!!
GET INVOLVED

ATTEND
Check out the calendar of our FREE happenings throughout the week and be sure to join our Facebook event page for updates!

HIKE
Want to Follow in P-22’s footsteps? Portions of the trek are open to the public. Contact NWF’s Beth Pratt for more information.

EXHIBIT
If you are a non-profit organization, government agency, educational institution, artist or researcher, FREE booths are available for the P-22 Day Festival on October 19th to showcase your urban wildlife work. Contact Leigh Giuck for an application.

VOLUNTEER
We’ll need a host of volunteers for these events, from sharing on social media, to staffing at the events, to a support crew for the hike—along with many other roles! Contact volunteer coordinator Kate Ekman for details.
GET INVOLVED CONT.

TEACHERS & EDUCATORS:

We have a number of FREE ways you and your students can participate.

Offer classroom activities!
We have activities and lesson packs about native wildlife, mountain lions, the wildlife crossing and connectivity.

Host P-22 Day in your classroom!
We can come to your school to do a presentation about mountain lions and other area wildlife, before, after or during the week.

Showcase student work at the P-22 Day Festival!
Schools can have a free booth to showcase student work and/or can perform music, dance, speeches, or theater regarding urban wildlife on stage! We also have a funding for a limited number of buses to transport students to the Festival.

Contact Courtney Sullivan, at sullivanc@nwf.org for more information.
OUR VISION
Connecting Los Angeles and Beyond

Wildlife needs connectivity just like we do, and we need connections to wildlife -- this coexistence concept is what drives The National Wildlife Federation’s vision for California and the Los Angeles area. In collaboration with our many partners, we work to immerse people in nature and find ways to link urban areas and open space to ensure both wildlife and people will thrive.

From mountain lions to monarch butterflies, Connecting LA, the Federation’s wildlife conservation strategy in the region, is a multi-layered project that seeks to transform human infrastructure into greenspace to create linked corridors for the betterment of both wildlife and people. From building schoolyard wildlife habitat gardens to advancing large conservation infrastructure projects, our work serves to restore and reconnect the wild to urban spaces.

One of our keystone projects in this work, the Wallis Annenberg Wildlife Crossing, broke ground on Earth Day, April 22, 2022. This visionary structure will preserve biodiversity across the region by re-connecting an integral wildlife corridor, and most immediately critical, help save a threatened local population of mountain lions from extinction. When complete, the crossing will be the largest in the world, the first of its kind in California, and it will serve as a global model for urban wildlife conservation. For more information visit www.savelacougars.org

The Wallis Annenberg Wildlife Crossing is located on the homelands of the Chu-mash. We celebrate, honor, and respect the history of this land. We extend our gratitude for the wisdom and understanding they have given us in creating this wildlife crossing.
SERIES SPONSORSHIP OPPORTUNITIES

Would you like to be recognized as a sponsor? We have packages available on how you or your business can support these exciting events. Please contact Brian Dulski, dulskib@nwf.org.

P-22 DAY & URBAN WILDLIFE WEEK BY THE NUMBERS

P-22 Day & Urban Wildlife Week events span 7 major cities in the Los Angeles area which includes a population of 18 million people, and contains the second largest school district in the county with over 700,000 students and 1,300 schools. Over 10 million people visit Griffith Park, the site of the P-22 Day Festival every year.

The 5-day hike “Following in the Footsteps of P-22” covers 50 miles starting in Agoura Hills in the Santa Monica Mountains, and ends in Griffith Park, with the start of the P-22 Day Festival, which draws in more than 9,000 people each year!

The National Wildlife Federation has...

6 Million supporters nationwide

1.1 Million followers

602K followers

183K followers

1 Million newsletter subscribers

1.2+ Million monthly website visitors
PRESENTED BY

National Wildlife Federation

City of Los Angeles Dept. of Recreation & Parks

National Park Service—Santa Monica Mountains National Recreation Area

Friends of Griffith Park

Natural History Museum of Los Angeles County

Santa Monica Mountains Conservancy/MRCA

TBG Events

...and many more organizations and individuals on our event planning committee

Special thanks to these individual for sharing their photos:
FOR MORE INFORMATION

Sponsorship Opportunities
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National Wildlife Federation
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Festival Exhibits
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Other Questions
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Be sure to join our P-22 Day Festival Facebook Event for regular updates!