

About AWARE

Founded in 1989, AWARE (Association of Whistler Area Residents for the Environment) is Whistler's environmental charity. It was born from a grassroots campaign to stop logging on Whistler's western flank. It has since evolved into a respected voice for environmental advocacy and sustainability in the Sea-to-Sky corridor.

AWARE is rooted in a love for nature and a deep understanding that healthy ecosystems are essential for healthy communities. For more than three decades, AWARE has been a catalyst for education, partnerships, policy change, and grassroots action.

Our Mission

To protect Whistler's natural environment by empowering others to make sustainable, informed choices that support biodiversity and reduce human impact.

Our Pillars of Impact

1. Education

AWARE delivers hands-on environmental education to inspire lasting change.

- Nature Camps & EcoCubs for youth (ages 3–12)
- Backyard Biodiversity Workshops
- School and community outreach programs

2. Engagement

We connect people to nature and community through active participation.

- Grow Whistler: Local food and gardening education
- Reuse-It and Zero Waste Station events
- Volunteer opportunities for all ages

3. Advocacy

AWARE represents nature in decision-making.

- Climate-smart policy support
- Land use and development oversight
- Conservation-focused planning and partnerships

4. Action

From research to restoration, we bring sustainability to life.

- Biodiversity monitoring with scientists and citizens
- Climate action strategies
- Waste diversion programs

Current Priorities

- **Climate Action & Waste Reduction**
- **Conservation of Wild Spaces**
- **Biodiversity & Wildlife Protection**
- **Water Conservation & Healthy Watersheds**
- **Sustainable Communities & Local Food Systems**
- **Environmental Education & Empowerment**

Brand Voice & Tone

AWARE speaks with **clarity, respect, inclusion, and optimism**. Our communications balance scientific integrity with approachable, hopeful storytelling. We centre nature as a stakeholder in every message.



aware
WHISTLER

Association of Whistler
Area Residents for
the Environment

Brand Overview

Boilerplate Statement

AWARE (Association of Whistler Area Residents for the Environment) is Whistler's environmental charity, working since 1989 to protect the natural environment through education, advocacy, community engagement, and action. With a focus on biodiversity, climate, and sustainability, AWARE empowers people to build a better future for Whistler and beyond.

Key Impact Highlights

- 30+ years of community-driven environmental leadership
- Over 2,000 youth annually in nature-based learning
- Zero Waste Stations at major Whistler events

Logo Use Reminder

Use only official AWARE logos as provided. Do not alter, recolour, or overlay on busy backgrounds. Refer to the visual assets section of this kit for guidance.

Contact

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For approvals, media use, or partnership queries, please contact us at least 5 business days in advance of your deadline.