



Association of Whistler  
Area Residents for  
the Environment

## Brand Overview

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### 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.



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### 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

Email: [info@awarewhistler.org](mailto:info@awarewhistler.org)

Website: [www.awarewhistler.org](http://www.awarewhistler.org)

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