



OZARK NATURAL
SCIENCE CENTER

Enhancing the understanding, appreciation and stewardship of the Ozark natural environment.

ONSC Announces \$100,000 from Walmart Foundation, Successful Fundraiser

For Immediate Release (April 27, 2011)



Begin: The Ozark Natural Science Center held its signature annual fundraiser, Call of the Wild, on April 16 at the John Q. Hammons Center in Rogers. More than 400 enthusiastic supporters erupted in applause that evening at the announcement of **\$100,000 from the Walmart Foundation to support environmental education and outreach.**

The evening itself was also a success: **Call of the Wild raised an additional \$50,000** through tickets, sponsorships, live and silent auction proceeds and the Dickey Ray Club to support ONSC's mission to enhance the understanding, appreciation and stewardship of the Ozark natural environment.

Every child in the Bentonville and Rogers public school districts visits the Ozark Natural Science Center during their fifth grade year for a life-altering overnight field science and environmental education experience. A significant number of fifth graders in the Fayetteville and Springdale school districts, as well as numerous private and parochial school students, also experience ONSC. Far more than just a field trip, the excursion is a critical component of school curriculum. **More than 4,000 children annually experience ONSC's 400-acre classroom without walls.**

Call of the Wild Event Details

Attendees enjoyed entertainment by **3 Penny Acre**, the Fayetteville folk trio (and ardent ONSC supporters) best known for the hit song *Highway 71*. Featured speaker **Rand Waddoups**, Senior Director Brand Strategy at Walmart, spoke of Walmart's staggering sustainability goals, praised ONSC's work and subtly challenged attendees to remain committed to providing such important outdoor experiences for children.

Mark Bray of Airship Coffee and University of Arkansas Cooperative Extension was named Advocate of the Year and **Nick Jones and the NWACC Culinary Arts Program** as Corporate Partner of the Year. Longtime supporter and board member **David Swearingen** was honored with the prestigious **Journey Award** for "unwaveringly believing in our mission, demanding our very best work and tirelessly supporting ONSC through the years."

Board President **Tony Bornhoft (Arvest)** introduced fifth grader **Drew Parker (Ruth Barker Middle School)** accompanied by teacher **Michele Oakley** to share a firsthand account of ONSC's impression on his life. Fifth grader **Holly Ward (Northside Elementary)** riveted attendees with her essay about ONSC. **Scott Swearingen (P3 Waste Consulting)** shared impressive steps taken by Embassy Suites at ONSC's request to help "green" the event, such as an innovative grease trap and cardboard baler, and board member **David Stitt of Stitt Energy** announced that offset credits purchased would assure a carbon neutral evening.

Dick Trammel held his signature Dickey Ray Club, raising more than \$10,000 in ten minutes. Interestingly, **the first Dickey Ray Club was held at Call of the Wild** years ago and is now conducted on behalf of charities throughout northwest Arkansas. Primary Call of the Wild sponsors included **Dr. Pepper Snapple Group** and **GE Lighting**, with beverages provided by **Heineken** and **Treasury Wine Estates**. Auctioneer **Richard Clifton** sold a **clear canoe by EverClearOutdoors**, the second to roll off their local production line. On behalf of the Walmart Foundation, board member **Latrice Watkins of Walmart** presented the \$100,000 check to ONSC.

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Ozark Natural Science Center

A nonprofit field science and environmental education, camp and conference facility in northwest Arkansas.

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