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**FOR IMMEDIATE RELEASE**

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**Council of Western State Foresters' Launch New Logo and Website**

DENVER, CO – The Council of Western State Foresters (CWSF) launched yesterday a new logo and website. The website was designed to highlight CWSF's work in cultivating partnerships, raising awareness and taking action on important issues affecting Western and Pacific island forests.

The website, accessible at [westernforesters.org](http://westernforesters.org), comes with a blog, publications library and members' portal for increased member engagement. A primary goal of this project was to create a standalone, user-friendly website for the organization. This will allow for the Western Forestry Leadership Coalition's (WFLC) [website](#) to better focus on WFLC specific content and will give CWSF a platform for its work.

"Our new website offers several functionalities which will allow us to better serve our membership," said Sara Goodwin, CWSF Communications Director. "The members' portal will allow for increased engagement among the membership and the blog will provide an innovative platform to highlight the work taking place in Western forestry agencies."

With the new website, comes updated messaging and a clear understanding of CWSF's issue areas and work in 17 Western states and six Pacific islands.

"In the coming months, we will be launching a newsletter and will begin engaging in the conversations taking place on social media," said Caitlyn Pollihan, CWSF Executive Director. "These items, along with our website and refreshed visual representation, will help to clearly define our organization to ensure activities and accomplishments are better understood by the public."

With the rollout of the new logo and website, CWSF staff members will be transitioning to new email addresses to mirror the new domain name. Effective March 17, CWSF employees will have email addresses ending with [@westernforesters.org](mailto:@westernforesters.org).

To learn more about the Council of Western State Foresters' new website and logo, please visit [www.westernforesters.org](http://www.westernforesters.org) or contact Sara Goodwin, CWSF Communications Director at [sgoodwin@westernforesters.org](mailto:sgoodwin@westernforesters.org).

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**About the Council of Western State Foresters**

The Council of Western State Foresters (CWSF) is a nonpartisan, nonprofit membership organization comprised of state, territorial and commonwealth foresters whose role is to conserve, protect and enhance Western and Pacific island forests. Unlike other organizations focused on just one aspect of forestry, CWSF takes a broad and comprehensive approach to forest management and provides expertise on the many complex and interrelated factors at play in Western forestry.