



# Lake George Association

*People Protecting the Lake Since 1885*

## **NEWS RELEASE**

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### **For IMMEDIATE RELEASE**

#### **LGA Receives New Tools to Better Project Lake George**

**LAKE GEORGE, NY – February 1, 2011 –** Many non-profit organizations are at a disadvantage because they are forced to operate using older computer systems and technology, but thanks to a recent \$12,000 donation from J. Buckley Bryan Jr., the Lake George Association will be upgrading software, computers and the conference audio-visual system.

“In many ways, information is at the heart of what the LGA does,” said LGA executive director Walt Lender. “Key to our mission is providing accurate and timely information to project partners, local businesses and municipalities, as well as to the residents, students, members and visitors we serve. This investment in more efficient operations is essential to our ability to protect the Lake. Now we can be much more effectively gather, track, digest and communicate information for our audiences. We can direct more creative energy toward lake conservation and improvement,” he said.

A new audio-visual system, installed in the LGA conference room, will enhance membership events and public workshops, such as recent programs on geese management and invasive species. The LGA conference room is available for use, free of charge, to any interested group working toward helping the Lake.

The mission of the 125-year-old non-profit LGA is to protect, conserve and improve the beauty and quality of the Lake George Basin. Supported by memberships and grants, the LGA provides educational outreach programs, including the Floating Classroom, public presentations on lake-friendly living, a Citizen Science volunteer program, invasive species education, and lake stewards at boat launches. The organization also identifies, finances and implements solutions for pollution and stormwater runoff problems around the lake. Infrastructure projects include the current West Brook Conservation Initiative, on the grounds of the old Gaslight Village property in the village of Lake George, as well as dozens of projects from Putnam and Ticonderoga stream-bank remediation, catch basins, dry wells, sediment ponds, shoreline restoration and more.

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