

Amid Pandemic, the Wild Sheep Foundation Recruits Idea Ranch to Aid in Sheep Week 2021 Strategy

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FOR IMMEDIATE RELEASE

BOZEMAN, MT., September 2, 2020 – The Wild Sheep Foundation (WSF) announces its work with Idea Ranch as the conservation organization plans for its 2021 Sheep Week, a virtual alternative to WSF’s yearly Sheep Show that proudly serves their members, partners, agencies, and supporters.

Since 1977, WSF has functioned as the conservation leader of wild sheep and remains committed to its mission to “Put and Keep Wild Sheep on the Mountain.” The annual Sheep Show is a vital part of the organization’s conservation strategy, in addition to being a boon to the hunting economy. While the current pandemic has eliminated the organization’s ability to gather with sheep enthusiasts and conservationists in person, WSF remains committed to providing an unrivaled experience for all who rely on the yearly event.

“As with nearly everything in our pandemic world, definitive answers are hard to come by,” said Gray N. Thornton, WSF President and CEO. “Sadly, there is simply no indication that a gathering of our size will be allowed to assemble by the second week of January, masks or no masks. The good news is WSF has enlisted the services of some of the brightest minds in the business to bring you the best and most worthwhile Sheep Week imaginable. We’re proud to partner with Idea Ranch to make this possible.”

“We’re truly honored to serve the Wild Sheep Foundation. The Sheep Show is one of the greatest events in conservation and we’re excited to assist in developing engaging and best-in-class solutions to serve all who depend on this amazing event each year,” said James B. Lawson, Vice President at Idea Ranch. “We’ll work with WSF and their partners over the coming weeks to ensure that if we won’t all be able to meet in person this January, no one will miss out on Sheep Week 2021.”

About the Wild Sheep Foundation

Based in Bozeman, Mont., the Wild Sheep Foundation (WSF) was founded in 1977 by wild sheep conservationists and enthusiasts. With a membership of more than 8,500 worldwide, WSF is the premier advocate for wild sheep and other mountain wildlife and their habitats. WSF has raised and expended more than \$135 million on wild sheep

habitat and population enhancements, education, and conservation advocacy programs in North America, Europe, and Asia to “Put and Keep Wild Sheep On the Mountain”®. These and other efforts have increased bighorn sheep populations in North America from historic lows in the 1950-60s of 25,000 to more than 85,000 today. www.wildsheepfoundation.org.

About Idea Ranch

Idea Ranch is a full-service advertising, PR, and consumer insights firm headquartered in Tulsa, Oklahoma, with a second office in Wichita, Kansas. The firm has a diversified list of clients across the country and is an industry-leading marketing-communications company building brands in the outdoor recreation and passion sports sectors. For more information, please visit www.idearanch.com.