



For immediate release: June 27, 2006

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**New Film Explores Playas –
The Most Important Wetlands You’ve Never Heard of**

You may have never heard of, nor seen, a playa wetland. Unknown to most, playas are the most abundant and ecologically important wetlands in the Southern High Plains, recharging aquifers, and sustaining wildlife and agricultural economies. Yet despite these benefits, playas remain critically threatened and are fading from the landscape faster than people can even learn they exist.

In an effort to raise awareness and conservation of these vital wetlands, the Playa Lakes Joint Venture (PLJV) - a partnership of conservation groups, landowners, and natural resource agencies – has produced a new film about the wetlands, *The Playas – Reflections of Life on the Plains*, which is now available on DVD or VHS.

“Anyone who lives in the playa lakes region - farmers, ranchers, hunters, school teachers, community leaders, policy-makers - should see this film,” said Mike Carter, PLJV Coordinator. “Every one of us has a stake in securing our future on the plains and we all have a role in playa conservation. Seeing this film will help people understand the many important benefits playas provide and give them the tools and resources they need to take action to conserve them.”

The 28-minute film illustrates the values of playas to wildlife, water and people, threats to the wetlands and how people are working to conserve them. The film features sweeping aerial footage of playas captured by hot air balloon and interviews with playa experts, biologists, landowners and community leaders throughout the six-state playa lakes region.

Playas are shallow, seasonal wetlands found throughout the Southern High Plains. They are the primary source of recharge for the Ogallala Aquifer, and support millions of birds and other wildlife. There are more than 60,000 playas in the short grass prairie regions of Colorado, Kansas, Nebraska, New Mexico, Oklahoma and Texas – making them the most abundant wetland type in the region.

Major funding sponsors of the film include: the Lannan Foundation, ConocoPhillips, The Nature Conservancy, Playa Lakes Joint Venture, U.S. Fish and Wildlife Service, Colorado Division of Wildlife, Nebraska Game and Parks Commission, Kansas Department of Wildlife and Parks, Texas Parks and Wildlife Department, Kansas Alliance for Wetlands and Streams and Ducks Unlimited.

The film will be available starting July 1 in either DVD or VHS format. Contact Debbie Slobe of the PLJV at Debbie.slobe@pljv.org to request a copy. There is no charge for the film except for shipping. For more information about playas, visit the PLJV web site: www.pljv.org/film.html.

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