



FORD MEDIA CENTER

## Bronco Wild Fund to Support Outdoor Preservation, Public Access, Starting with National Forest Foundation and Outward Bound USA

- Ford is establishing Bronco Wild Fund, fulfilling its promise to help off-road enthusiasts enjoy the wilderness responsibly through preservation, education and access programs funded by a portion of the proceeds from every Bronco sold
- Bronco brand's endowment is targeted to raise up to \$5 million annually for reforestation, trail management, outdoor adventure and scholarship programs through nonprofits dedicated to the preservation of our nation's outdoors for generations to come
- Bronco Wild Fund initially will support the National Forest Foundation, the exclusive nonprofit working to support America's 193 million acres of national forests, and Outward Bound USA, a leading educational nonprofit teaching teamwork and character development through challenging outdoor experiences

**DEARBORN, Mich., Oct. 20, 2020** – Ford today announced creation of the Bronco Wild Fund, which will support the responsible enjoyment and preservation of the great American outdoors.

A special endowment will be funded by a portion of the proceeds from Bronco<sup>®</sup> two-door, four-door and Bronco Sport SUV sales, as well as Ford licensed merchandise. The fund's goal is to raise up to \$5 million annually and today pledged to plant 1 million new trees by the end of 2021.

"The Bronco Wild Fund will help Bronco owners and off-road enthusiasts connect with the outdoors on a deeper, more personal level – ultimately enabling them to become responsible stewards of our nation's treasures," said Mark Grueber, Bronco brand marketing manager.

### **Connecting with and inspiring people into the wilderness, responsibly**

Bronco Wild Fund will work through a series of strategic alliances with nonprofits selected for their preservation efforts of America's outdoors and their encouragement of responsible stewardship through improved access and education.

The first two nonprofits to reach those objectives are the [National Forest Foundation](#), which will receive support to help with its reforestation of America's national forests, and [Outward Bound USA](#), which will receive funds to provide access for young people to learn and grow through outdoor experiences in some of our country's great wilderness spaces.

Future preservation initiatives will include financial support for reforestation and trail maintenance programs, forest health, fire mitigation and restoration work. The fund will provide additional support through equipment donations to various forestry agencies across the U.S., while outdoor access programs will focus on education and scholarships, outdoor learning and environmental stewardship.

To learn more about the Bronco Wild Fund, go to [www.broncowildfund.com](http://www.broncowildfund.com).

### **National Forest Foundation**

The National Forest Foundation, created by Congress in 1992, is the only nonprofit solely dedicated to protecting and promoting America's 193 million acres of national forests and grasslands. A primary effort of the organization has been ongoing reforestation for post-forest fire restoration and reforestation in other areas of natural disturbance. The foundation

launched the 50 Million for Our Forests campaign to raise funds by 2023 to plant 50 million trees across the National Forest System. Along with helping the foundation reach its goal faster by planting 1 million trees, Bronco Wild Fund will contribute to ongoing reforestation efforts.

Bronco enthusiasts can participate in forest stewardship efforts directly through programs to help plant a tree for every \$1 donated. Ford dealers can support the foundation through volunteer and engagement efforts organized by Bronco Wild Fund. Additional sustainability programs will be announced later this month.

“We are proud and excited to receive this incredible support through the Bronco Wild Fund for our 50 Million for Our Forests campaign,” said Mary Mitsos, president and CEO, National Forest Foundation. “Their backing will help restore forests damaged by severe wildfires and help protect our nation’s water supply, air quality and sequestering carbon. Through this alliance, we’ll also help people reconnect with the wild in a responsible manner to encourage stewardship of our public lands and help protect America’s national forest resources.”

## **Outward Bound USA**

Offering programs to access some of our country’s great wilderness, Outward Bound USA is a world-recognized nonprofit on a mission to change lives through challenge and discovery. Founded in 1941, the organization pioneered outdoor adventure learning around the world and now operates in more than 30 countries.

In the United States, Outward Bound delivers expeditionary learning programs in and out of the classroom that build character, leadership that results in effective teamwork and a respect for the environment. Bronco Wild Fund will donate \$50,000 to Outward Bound USA in 2020 to create unique Bronco-inspired backcountry expeditions to provide access to outdoor learning experiences that teach responsible enjoyment and care for the environment and public lands. The fund has allocated \$250,000 for Outward Bound USA scholarships for 2021.

“We are thrilled to work with Ford to create special opportunities for young people to learn and grow through outdoor adventures that they will carry with them for a lifetime,” said Josh Brankman, executive director, Outward Bound USA.

Outdoor enthusiasts can engage with Outward Bound USA and regional Outward Bound Schools to promote nature-based learning and community service through future programming.

## **Iconic Bronco brand returns**

Since 1965, Bronco has always stood for off-road innovation. The original Bronco SUV helped change the off-road space with its agility and sports-oriented off-road 4x4 capability, and enabled Ford to be the first American manufacturer to reference “sports-utility vehicles,” or SUV.

Bronco is the new outdoor lifestyle brand from Ford with an all-4x4 family of vehicles including Bronco two-door, first-ever Bronco four-door and smaller Bronco Sport models – all engineered with Built Wild™ Extreme Durability Testing, Capability and Innovative Design principles.

Additionally, the brand will include unique Bronco Off-Road driving schools across four U.S. locations, plus an independent Bronco Nation online adventure community that elevates the Bronco lifestyle and enables both owners and fans to be part of a passionate, knowledgeable adventure-driven community.

To learn more about Bronco and Bronco Sport, go to [Ford.com/Bronco](https://Ford.com/Bronco).

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).

#### About the National Forest Foundation

The National Forest Foundation promotes the enhancement and public enjoyment of the 193-million-acre National Forest System. By directly engaging Americans and leveraging private and public funding, the NFF improves forest health and Americans' outdoor experiences. The NFF's programs inform millions of Americans about the importance of these treasured landscapes. Each year, the NFF restores fish and wildlife habitat, plants trees in areas affected by fires, insects, and disease, improves recreational opportunities, and enables communities to steward their National Forests and Grasslands. Learn more at [www.nationalforests.org](http://www.nationalforests.org) or contact Colleen Coleman at [ccoleman@nationalforests.org](mailto:ccoleman@nationalforests.org).

#### About Outward Bound USA

Outward Bound is a non-profit educational organization. Outward Bound USA exists to advance the educational vision of Kurt Hahn, the mission of Outward Bound in the U.S. and to provide services and

funding in support of the eleven regional Outward Bound Schools in the United States. Outward Bound Schools deliver transformative learning expeditions and actively engage with students, parents, partners and donors in the communities they serve. Experiential education empowers young people to uncover their strengths, confront their fears and cultivate the qualities that are required of leaders: empathy, compassion, resiliency. With foundational support, we employ the best instructors in experiential education, individuals who are fiercely committed, not just to the idea of a more compassionate

and resilient world, but to the realization of it. Learn more at [www.outwardbound.org](http://www.outwardbound.org) or contact Peter Steinhauser at [psteinhauser@outwardbound.org](mailto:psteinhauser@outwardbound.org).