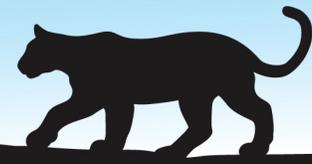




# #SAVEACOUGARS



HOLLYWOOD



savelacougars.org

BUILDING CALIFORNIA'S FIRST FREEWAY WILDLIFE CROSSING

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## The National Wildlife Federation Launches #IfIwasWild Challenge in Partnership with 3rd Rock Hip-Hop and Big Picture Anthems

*The effort invites artists, writers and musicians to compete for a cash prize by sharing personal life experiences and their connection to the natural world. Musical pieces can be submitted through the campaign's unique website at [www.IfIwasWild.com](http://www.IfIwasWild.com)*

*Members of the media can access the promotional [video here](#).*

**Los Angeles (July 22, 2021)** – The National Wildlife Federation's #SaveLACougars campaign has partnered with 3rd Rock Hip-Hop and Big Picture Anthems on the launch of #IfIwasWild 2021 – an invitation to artists, writers, and musicians from all over the country, to submit creative pieces that reflect on the connection between the human life experience and the challenges that wildlife face in their own struggle to survive.

The challenge is an integral part of the National Wildlife Federation's #SaveLACougars continued dedication to authentically engage people from communities across Los Angeles, the country and beyond. This latest effort is connected to the team's relationship with the historic and culturally-rich Watts community – where past grassroots events gave way to a colorful and nature-inspired mural completed just last month and later this year, will be the site of "Wildlife 2 Watts" – a week-long series of events where local youth and families will learn more about wildlife.

The #IfIwasWild challenge is open to artists including rappers, singers and poets and invites them to submit a creative piece about their individual life experiences and how these can be connected to the challenges that wildlife face – as human development reduces their habitats and threatens their survival. Artists have until August 26 to access contest rules and download the music beat created for the use of every participant. To be considered, artists are asked to post their submissions on social media, use the #IfIwasWild challenge hashtag and tag Big Picture Anthems on their post.

The winning artist will be nationally promoted on the #IfIwasWild anthem and music video, receive a \$1,000.00 cash prize, have access to paid studio time to record their piece – and receive a paid trip to Los Angeles where they will perform during the annual P-22 Day Festival in October at Griffith Park, in Los Angeles.

"While we are working to build the world's largest wildlife crossing, we have also been working to build meaningful relationships between wildlife and people," said Beth Pratt, California regional executive director for the National Wildlife Federation and leader of the #SaveLACougars campaign. "Today, we are excited and proud to be partners of 3rd Rock Hip-Hop and Big Picture Anthems on a campaign that welcomes youth and people of all ages and backgrounds, to express themselves, share their journeys with us and think about the nature and life that surrounds us all."

"Our team at 3rd Rock Hip-Hop was founded on the idea that music can open a door and help people see how our personal struggles are also shared by the wildlife all around us," said Warren Dickson, from 3rd Rock Hip Hop. "We've built roads and intersections, but those structures have cut off animals in different directions. We can compare that to the

systems of oppression that divide us as people. I hope this challenge inspires artists to share their music as we all work toward a greater understanding of each other and the life on our planet.”

"This campaign is an opportunity for creative artists to start an important discourse about the connection between the survival of wildlife and humans. Through music and social media, we plan to connect with artists across the country, and empower them to be catalysts for this cause," said Ben Gilbarg, from Big Picture Anthems.

3<sup>rd</sup> Rock Hip Hop is a Los Angeles-based organization that uses music to teach children about the importance of taking care of the environment and has been a partner of the #SaveLACougars campaign in a number of community-outreach efforts. Big Picture Anthems produces engaging media outreach campaigns that compel people to take action. Working with multiple organizations over the last six years, the group has helped reach millions, authentically engaging with youth and young adults.

Artists can access complete contest rules and submit their pieces in all formats through the campaign's unique website at [www.lflwaswild.org](http://www.lflwaswild.org). To learn more about the #SaveLACougars campaign and its efforts to build the wildlife crossing at Liberty Canyon visit <https://savelacougars.org/>.

To learn more about 3<sup>rd</sup> Rock Hip-Hop visit <http://3drockhiphop.com/> or follow them on Instagram at @3rdRockHipHop. Learn more about Big Picture Anthems by visiting <http://bigpictureanthems.com/> and on Instagram @bigpictureanthems.

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The [National Wildlife Federation](http://www.nwf.org) is America's largest conservation organization with over 6 million supporters nationwide, uniting all Americans to ensure wildlife thrive in a rapidly changing world. Follow us on [Facebook](https://www.facebook.com/nwf), [Twitter](https://twitter.com/nwf), and [Instagram](https://www.instagram.com/nwf).