



## May e-News Banking on Conservation

### ***Banking on Conservation***

On April 23, 2014 Pheasants Forever, in partnership with ATB Financial, officially launched the *Pheasants Forever MasterCard* that will help enhance and conserve important habitat in Southern Alberta. With the increased pressure on our land for oil and gas and agriculture purposes, Alberta's natural grass land habitat has been under enormous stress over the last 20+ years. Although these practices are pivotal to the Alberta economy, it is Pheasants Forever's mission to work not against but with corporations and landowners to educate, partner with, acquire and rebuild natural wildlife habitat enhancing the Alberta landscape.

This exciting new partnership with ATB Financial allows Albertans to support wildlife and habitat conservation everyday by simply using a tool we all use on a weekly basis.



The *Pheasants Forever MasterCard* has **No Annual Fee** and for each activated card ATB Financial will contribute **\$50** directly to Pheasants Forever for habitat conservation efforts in Alberta. In addition you as a card holder can **donate your reward points** that accumulate from everyday purchases and ATB Financial will match your donation to Pheasants Forever by **15%**.

Show your passion for the outdoors and sign up today! Simply fill out the attached application and mail it in a sealed envelope to:

ATB Financial Branch 930  
300, 151 Walden Gate SE  
Calgary, AB  
T2X 0R2

For more information or other means of signing up call 1-888-282-5678 to speak to an ATB Financial Representative or visit your local ATB Financial branch. Must be 18 years or older, offer only valid in Alberta to Alberta Residents. Some conditions may apply.