America's Guide to Stopping Invasive Species



PRODUCT

CATALOG

BROUGHT TO YOU BY



WE PROVIDE: PRODUCTS, TOOLS, MARKETING SERVICES, OUTREACH & EDUCATION

ABOUT THE CLEAN DRAIN DRY INITIATIVE[™]



Wildlife Forever provides award-winning invasive species media, marketing, outreach and educational services. Consistent delivery of Clean. Drain. Dry. has empowered agencies, organizations, and communities across the country to effectively change behavior with boaters, anglers, and outdoor recreational users.

This unique partnership utilizes strategic, cost saving communication and marketing services to coordinate, raise awareness of invasive species and deliver professional, ready-made materials for on-the-ground, community-based conservation.

Using new advances in technology while also valuing traditional media enables the Clean Drain Dry Team to create custom Invasive Species Prevention Plans that tailor public outreach to meet any partner's budget. Wildlife Forever is committed to slowing the spread of invasive species and empowering best management practices for wise public use of America's natural resources. We stand ready to help with full-scale, turnkey media, marketing, educational tools and outreach services, coordinating with partners to save time and valuable resources.

For more information about media, marketing and outreach services, products or funding opportunities, contact us at: 763-253-0222 or info@WildlifeForever.org

The Clean Drain Dry Team stands ready to assist and help. We're stronger together! Let's partner in the battle against the silent invaders.



OUR SERVICES

We're Here to Help

Wildlife Forever provides many full-scale, turnkey, media, marketing and advertising services. Utilizing our industry contacts saves partners time while taking advantage of deep discounts.



MEDIA & PRODUCT SOURCING

Utilizing over 30 years of industry contacts and marketing expertise, we are here to implement education and outreach services. Wildlife Forever can assist with media contracting for large-scale and other outdoor formats, print, digital, TV and radio programs. We pool funds and coordinate regional multi-agency outreach efforts to maximize cost and time savings.

CUSTOM GRAPHIC DESIGN

Full-scale graphic design capabilities allow us to customize campaigns and collateral while maintaining consistent messaging and brand standards.





VIDEO PRODUCTION

Wildlife Forever can provide professional videographer and production services from script and concept development to direction and post production editing.

Create your own public service announcement (PSA) and reach millions through video production.

OUTREACH MATERIALS



RATTLIN' RAPALA

Long casting, lipless design makes this lure viable anywhere you fish. 3 1/8" long and each neatly packaged.



PEN

Click action ball point pen with stylus tip writes with smooth, medium-point black ink.



KEY FLOAT Water-resistant, floating keychain with removable top.



BUTTON

2.5" button attaches to most clothing fabrics with safety pin clasp on the back.



FLASHLIGHT KEYCHAIN Convenient flashlight allows for inspection in hard to see places.



LICENSE HOLDER

Durable plastic holder provides anglers with a convenient place to store their fishing license for the season.



CAN COOZIE Collapsible, high-quality foam can insulator.



CLEAN DRAIN DRY BOBBER 1.25" plastic fishing bobber.



WATER BOTTLE 32 oz water bottle. Durable, dishwasher safe and BPA free.



FLYSWATTER 16" Flyswatter with 4"x5" mesh head.



OUTREACH MATERIALS



CALL TO ACTION DECAL

4" x 6" decal serves as a quick reminder. Great for watercraft.



BOBBER DECAL

High-quality, 4" x 3" decal with UV-resistant ink.



ANGLER DECAL High-quality, 4" x 3" decal with UV-resistant ink.



WINDOW TATTOO

8" x 8" window cling with UVresistant ink. Suitable for all seasons. Choose between three designs.



FISH RULER DECAL 36" x 1" ruler decal. Made with weather resistant materials and space for your logo.



COMMITMENT DECAL

2.5" x 11" decal using the principles of Community-Based Social Marketing. Bumper sticker quality material perfect for vehicles, boats and trailers.



WATCH CARDS Small fold out species-specific informational card. Available for over 10 species.



RESTAURANT PLACEMATS Full color, 14" x 11" paper placemats.



STRING BAG Perfect for carrying items to and from the water.



BAR COASTERS Two-sided, full color, 3.5" x 3.5" bar coasters. Many designs available.



EDUCATIONAL MATERIALS

TV PSAs, DVDs & Programming

TV PSAS

Preview on the Wildlife Forever Youtube. PSAs available for Anglers, Boaters, Non-motorized Watercraft, Waterfowl Hunters, Wakesports & more.

VIEW ON YOUTUBE



PLAYING SMART AGAINST INVASIVE SPECIES

Educational DVD for bikers, hikers, and even horseback riders on tips for preventing the spread.

DEFENDING FAVORITE PLACES

Educational DVD focused on how hunters and anglers can stop the spread.



SILENT INVADERS Award winning television series features seven, 30-minute

DVD-1

programs on invasive species: Sea Lamprey, zebra mussels, Asian carp, Round Gobies, St. Lawrence Seaway, Lake Michigan and Eurasian Watermilfoil. Bonus disc includes eight - broadcast ready public service announcements.



VADERS **...** 🖉 🛹 BOOK-1

INVADERS OF THE GREAT LAKES

This handy pocket guide guide spotlights 39 invasive species and details how they live, grow, reproduce, and spread. Perfect for the boat or tackle box.



PROTECT OUR WATERS, WATERFOWL HABITAT

AND WAKE BROCHURES Brochures for outdoor enthusiasts and sportsmen help educate Aquatic Plants of the and identify harmful invasive species and provide critical BOOK-2 Upper Midwest information to Clean Drain Dry. STATE SPECIFIC AQUATIC PLANTS OF THE UPPER MIDWEST By Paul M. Skawinski

This field guide features over 500 color photos of aquatic plants from Minnesota, Wisconsin, and Michigan. With its easy to use layout and magnified photos, this guide is an excellent resource for botanists, water resource managers, citizen scientists, and anyone with an interest in aquatic plants.



CD2 Product Catalog

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HAT

Cotton twill cap with pre-formed visor. Great for wearing outdoors in a variety of weather conditions.

WATERCRAFT INSPECTOR MATERIALS

SAFETY VEST

Neon yellow safety vest with reflective stripes, made of durable polyester. Design fits easily over clothing. Size XL.



T-SHIRT Heavyweight short-sleeved t-shirt.





SAFETY SIGNS 25" x 12" folding signs made of durable plastic.



FLOOR MAT Quality 3' x 4' mat with strong rubber backing for high traffic.

BOAT RAMP TATTOO

63 mil thick polyethylene stencil. Does not absorb paint.

Multiple sizes available.

SAFETY CONES

28" cone with cleated back base. Injection-molded to withstand extreme weather and impact from vehicles.









AIS PREVENTION TOOLS

Where are the Tools!

EMPOWER THE PUBLIC BEHAVIOR CHANGE

The lack of tools is one of the most commonly reported reasons that outdoor recreationists do not properly Clean.Drain.Dry. their equipment.





BAIT BAG

18" x 13" reusable, plastic bait bag with Trash Unused Bait messaging.



BOAT/BOOT BRUSH

PLUGDOCK PACK

Pull the Plug! Insert boat plug into

lanyard for quick reminder to insert plug prior to launch. 3M adhesive

allows for easy placement. Packaged

with an instruction card and decal.

1" or 1/2" PlugDock™ with safety

Heavy duty scrub brush with 20" handle for hard to reach places.



SHAMMY TOWEL Super absorbant 16"x10.5" felt shammy towel.



FLASHLIGHT



A zoomable LED that puts out a 300 lumen beam. Uses one AA alkaline battery, included with purchase. Higher quality item great for contest prizes.

CLEAN DRAIN DRY RALLY TOWEL 14" x 15" 100% cotton towel.



SPONGE

Three-inch thick, highlyabsorbant peanut-sponge.



TOWEL-1



PLUGWRENCH

PLUG WRENCH Designed to fit multiple styles of drain plugs. Won't nick or scratch boats or plugs.



remove weeds and debris from





AQUA WEED STICK

36" BOAT BRUSH Heavy duty scrub brush with 36" handle for hard to reach

places.

Multi-tool: scrape, pull, cut weeds, algea, and mussels from boats and trailers. Optional Trailer mount available for convenient storage.



4 ft handle

3-6 ft exter

2-4 ft extenable

AWS TRAILER MOUNT (OPTIONAL)



GRABBER TOOL Gives the user the ability to their boat in hard-to-reach places.

CLEANING STATIONS

CUSTOMIZABLE TOOLS AND SIGNAGE AVAILABLE

CD³ Roadside Clean In - Clean Out Station

PROVIDE CUSTOMIZABLE TOOLS AND PROMPTS 24/7

Rugged user-operated waterless cleaning station for permanent placement at boat access or mobile units available.

MULITFUNTIONAL DESIGN

Completely customizable tools, signage and optional boot brush make this cleaning station perfect for any location.

TOOL OPTIONS

- Grabber Tool
- Boat Brush 20" or 36"
- Aqua Weed Stick 4ft, 2-4ft, or 3-6ft
- Plug Wrench
- **Boot Brush**

Purchase includes a 15"x18" sign that can be customized to different target audiences.

OR

Build Your Own

AFIX TO CURRENT INFRASTRUCTURE

- Buildings
- Signage
- Wood or Steel Posts
- Educational Kiosks

AVAILABLE COMPONENTS

- Retractable Reels
- Bait Disposal Can
- Tool usage counters
- All components come with installation instructions

CUSTOMIZATION

- Placement
- Graphics
- Tethered Tools



looped steel cable

Species Alert S. 6 CLEAN RETRACTABLE REEL(S) STEEL OR WOOD POST

Invasive

SIGNAGE

CLEAN.DRAIN.

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S 1000

BAIT DISPOSAL



CD2 Product Catalog

CLEAN.DRAIN. DRY. KITS

Not Sure What to Order?

Try one of our ready made kits

OUTREACH KIT

- This all-in-one kit contains some of our most popular products. Perfect for inspectors to use at the ramp to engage users.
- Contains:
- 300 Protect Your Waters Brochures
- 100 Call to Action Decals
- 50 Key Floats
- 100 Angler Decals
- 100 Bobber Decals
- Shipping Included





ANGLER KIT

- Perfect for engaging anglers of all ages at events or at the ramp. This kit offers our angler specific outreach materials
 - Contains
 - 50 Bait Bags
 - 100 Bobbers
 - 24 Rapala Lures
 - Shipping Included

COMMUNITY KIT

- Incorporate Clean Drain Dry into the community, this kit contains materials for local gas-stations, bait shops, visitor centers, bars and resturants
- Contains
- 300 Protect Your Waters Brochures
- 8 Posters, designs vary
- 400 Coasters, designs vary
- Shipping Included



Full Color Vinyl Banners

MULTI-USE BANNERS

2' X 6' vinyl banners with metal grommets are made with all weather material and are built to last.

DISPLAY & EVENT MATERIALS

CLEAN.DRAIN.DR

DESIGN EXAMPLES

BOATS, TRAILERS & GEAR STOP INVASIVE SPECIES

EAN DRAIN DR

BOATS, TRAILERS & GEAR STOP INVASIVE SPECIES

Customization for lake associations, retailers and community groups is available.

CLEAN.DRAIN.DRY.

BOATS, TRAILERS & GEAR STOP INVASIVE SPECIES

ainDry.org

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CLEAN DRAIN.DRY.

BOATS, TRAILERS & GEAR STOP INVASIVE SPECIES

Quantity discounts available.

10

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RETRACTABLE BANNER

Portable and lightweight vinyl banner with retractable display. Measures 83" x 32". Design available for a variety of species.

Full Color Posters

10

LARGE POSTERS

7. 00

Posters are ideal for display in retail outlets, bars and restaurants, bait shops and public facilities.





Outdoor Metal Boat Ramp Signs

Constructed using commercial grade aluminum and painted with a weather-resisitant finish, signs are available with species-specific or multi-species message.



DISPLAY & EVENT MATERIALS CLEAN.DRAIN. DRY **CLEANADRAIL** STOP INVAS Signs are also AR

available with a variety of photo graphics and call to action messaging.

Full Color Yard Signs



ALL-WEATHER YARD SIGN

Events

Constructed using rugged corrugated plastic with weather-resistant, full color graphics, signs are available for lake associations, retailers and community groups.

CLEAN.DRAIN.DRY. GRANE



TEAR DROP BANNER

Sturdy and attractive tear drop shaped banner stand sets up and folds easily and is ideal for both outdoor and indoor use. The banner is ideal for events, boat inspection areas and community outreach.

A-FRAME SIGN

A-FRAME SIDEWALK SIGN Two-sided, 45" x 28" folding sign.

EVENT TENT

Easy to use tent with canopy made from water-resistant polyester.

PRINT & DIGITAL ADVERTISING

Print Advertising Design

Print ads are a great way to deliver Clean Drain Dry prevention into the hands of recreational users. Ads for magazines, newspapers and newsletters can be customized for lake associations and retail partners for community outreach. Ask us for placement, design and vendor discounts.

Design and media purchasing available.

Contact for details or inquiries.



N-DRAIN



Digital Ads & Streaming

RASH UNUSED BAIT.

HELP STOP INVASIVE SPECIES

Digital website ads and banner designs can be customized and posted on web sites to help spread the message and support the Clean Drain Dry Campaign.

www.CleanDrainDry.org

Streaming services can be used to target key audiences based on geographic location and interests. Choose from a variety of media platforms.

DIGITAL/WEB/MOBILE DEVICE ADS (GEO-FENCING)

Pop-up ads are a new tool to grab attention and complement outreach efforts. Geo-fencing utilizes GPS to trigger mobile devices so when the device enters (or exits) specified boundaries, a text message or email alert is sent in the form of a pop-up ad or public service announcement.

Contact us on how we can help source Geo-fencing campaigns and create additional partner savings.



STOP AQUATIC HITCHHIKERS



TEAR DROP BANNER



SAH! BANNERS

2'x6' Multi-use, full color vinyl banners with metal grommets are made to last through any weather.



PIN

.75 inch, bobber-shaped pin with sturdy butterfly clutch. Share the prevention message on your lapel, vest, or backpack.



BUTTON

Sturdy and attractive tear drop shaped banner stand

sets up and folds easily and is ideal for both outdoor and indoor use. The banner is ideal for events, boat

inspection areas and community outreach.

2 inch, high-quality metal button perfect for handouts.



HAT

Cotton twill cap with preformed visor. Great for wearing outdoors in a variety of weather conditions.



SAH RAMP SIGN

Made with heavy-duty aluminum and a weather-resistant finish, the Stop Aquatic Hitchhikers Ramp sign reminds users to take action at the boat ramp.



SAH! DECALS

Stop Aquatic Hitchhiker decals make great handouts to engage users at the access and stick on equipment.

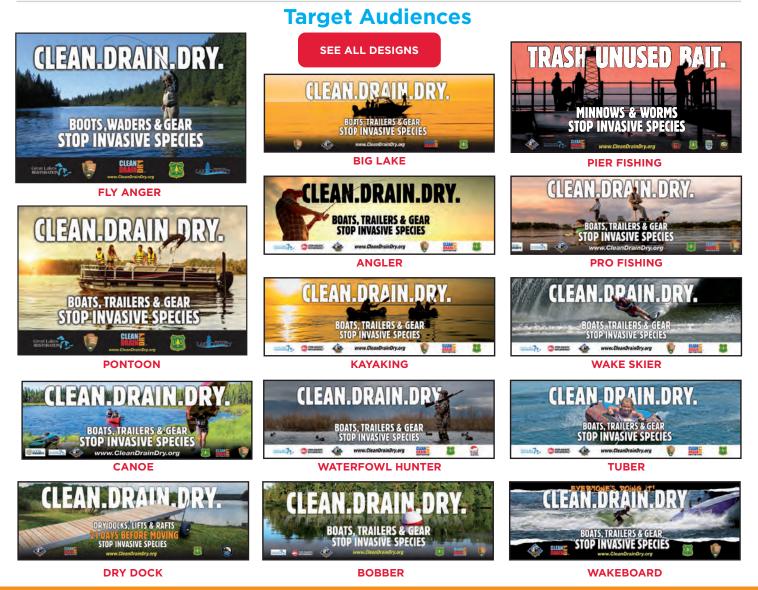


Highway billboards send a big message and can be customized for lake associations, retail partners and community groups. Predesigned with a consistent look and messaging that feature a variety of recreational activities appealing to a wide range of audiences and regions.

Additional design and media purchasing available upon request.

GAS PUMP TOPPER Gas pump toppers and restroom ads are a great tool to reinforce Clean Drain Dry prevention.

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ABOUT WILDLIFE FOREVER®

Our mission is to conserve America's wildlife heritage through conservation education, preservation of habitat and management of fish and wildlife. Wildlife Forever is a 501c3 non-profit dedicated to investing resources on the ground.



Learn more at WildlifeForever.org.

PARTNERSHIP FUNDING

Wildlife Forever remains diligent in writing and securing grant dollars to help local communities. If you have an idea, or need assistance with grant management, we are here to help.

For more information, product quotes or outreach services information, visit:

www.CleanDrainDry.org Or contact us at: info@WildlifeForever.org



Wildlife Forever

Clean Drain Dry Initiative 5350 Hwy. 61 N., Suite 7 White Bear Lake, MN 55110 763-253-0222

www.WildlifeForever.org



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CLEAN.DRAIN.DRY. PRICE LIST AND ORDER FORM

		PRICE	QUANTITY	соѕт
OUTREACH M	ATERIALS			
BOBBER	Bobbers			
BOTTLE-1	Water Bottle			
BUTTON	Button			
CAN-1	Collapsible Can Coozie			
COASTER	Bar Coaster			
COASTER	Bar Coaster			
COASTER	Bar Coaster			
DECAL-A	Call to Action Decal			
DECAL-B	Full Color, 4" x 3" Decal: Angler			
DECAL-C	Full Color, 4" x 3" Decal: Bobber			
DECAL-D	Window Tattoo, 8" x 8": Angler			
DECAL-E	Window Tattoo, 8" x 8": Bobber			
DECAL-F	Window Tattoo, 8" x 8": Tuber			
DECAL-G	Trash Unused Bait Decal			
DECAL-H	I Will Clean.Drain.Dry. Decal			
FLY SWATTER	Fly Swatter			
KEYCHAIN-1	Key Float			
KEYCHAIN-2	Flashlight Keychain			
LICENSE	Fishing License Holder			
LURE	Rattlin' Rapala			
PEN-1	Pen			
PLACEMAT-1	Paper Restaurant Placemat (minimum 50)			
STRING BAG	Draw String Bag			
RULER	36"x1" Fish Ruler Decal			
EDUCATIONAL				
BOOK-1	Invaders of the Great Lakes			
BOOK-2	Aquatic Plants of the Upper Midwest			
BROCH-1a	Protect Minnesota's Waters Brochure			
BROCH-1b	Protect Our Waters Brochure			
BROCH-2	Waterfowl Brochure			
BROCH-3	Wake Sports Brochure			
BROCH-4	CD3 Station Operating Instructions			
DVD-1	Defending Favorite Places DVD			
DVD-2	Playing Smart Against Invasive Species DVD			
DVD-3	Silent Invaders DVD			
WATCH CARDS	Invasive Species Watch Cards			
WATCH CARDS	Invasive Species Watch Cards			
WATCH CARDS	Invasive Species Watch Cards			
WATCH CARDS	Invasive Species Watch Cards			
	INSPECTOR MATERIALS			
CONES	Safety Cones			
НАТ	Baseball Hat			
MAT	Full Color, 3' x 4' Floor Mat			
SAFETY SIGN	Safety Sign			
BR TATTOO	5'x6' Boat Ramp Tattoo			
T-SHIRT	T-Shirt (call or email sizes)			
VEST	Reflective Safety Vest			

CLEAN.DRAIN.DRY. PRICE LIST AND ORDER FORM

		PRICE	QUANTITY	COST
AIS PREVENTION	I TOOLS			
AWS-1	Aqua Weed Stick: 4 FT Standard			
AWS-2	Aqua Weed Stick: 2-4 FT Extendable			
AWS-3	Aqua Weed Stick: 3-6 FT Extendable			
AWS-4	Aqua Weed Stick Trailer Mount			
BAG	Bait Bags (minimum 50)			
BRUSH-1	20" Boat/Boot Brush			
BRUSH-2	36" Boat Brush			
FLASHLIGHT	Inspector Flashlight			
GRABBER	Grabber Tool			
PLUGDOCK-1	Plugdock Pack (for 1" rubber drain plugs)			
PLUGDOCK-2	Plugdock Pack (for 1/2" screw drain plugs)			
PLUGWRENCH	Plug Wrench			
SPONGE	Sponge			
TOWEL-1	Rally Towel			
TOWEL-2	Shammy Towel			
CLEANING STAT			1 1	
ROADSIDE	CD3 Roadside Clean in-Clean Out Station			
	Includes 2 reels, housing, and a 15" x 18" sign. Pick your tools:			
AWS-2	Aqua Weed Stick: 2-4 FT Extendable			
AWS-3	Aqua Weed Stick: 3-6 FT			
AWS-1	Aqua Weed Stick: 4 FT Standard			
BRUSH-1	20" Boat/Boot Brush			
BRUSH-2	36" Boat Brush			
GRABBER	Grabber Tool			
PLUGWRENCH	Plug Wrench			
BOOTBRUSH	Boot Brush			
	For removal of terrestrial invasive species from footwear			
STATION	Build Your Own Cleaning Station			
	Includes a 15" x 18" sign, post, and 1 reel. Pick your tools:			
AWS-2	Aqua Weed Stick: 2-4 FT Extendable			
AWS-3	Aqua Weed Stick: 3-6 FT Extendable			
AWS-1	Aqua Weed Stick: 4 FT Standard			
BAIT	Bait Disposal			
BRUSH-1	20" Boat/Boot Brush			
BRUSH-2	36" Boat Brush			
GRABBER	Grabber Tool			
PLUGWRENCH	Plug Wrench			
REEL	Retractable Reel			
CLEAN.DRAIN	.DRY. KITS		· · · · · · · · · · · · · · · · · · ·	
KIT-1	Angler			
KIT-2	Outreach			
KIT-3	Community			

CLEAN.DRAIN.DRY. PRICE LIST AND ORDER FORM

		PRICE	QUANTITY	соѕт
POSTERS AND	SIGNAGE	·		
POSTER	Laminated, 11" x 17" Poster			
POSTER	Laminated, 11" x 17" Poster			
POSTER	Laminated, 11" x 17" Poster			
POSTER	Laminated, 11" x 17" Poster			
POSTER	Laminated, 11" x 17" Poster			
BOAT RAMP-1	Full Color, 12" x 18" Sign			
BOAT RAMP-1	Full Color, 12" x 18" Sign			
BOAT RAMP-1	Full Color, 12" x 18" Sign			
BOAT RAMP-2	Twoʻ# 18"x24" Alert! Sign			
BOAT RAMP-2	Twoʻ# 18"x24" Alert! Sign			
BOAT RAMP-3	Full Color, 48" x 48" Sign			
YARD SIGN-1	Full Color, 24" x 18" Yard Sign			
YARD SIGN-1	Full Color, 24" x 18" Yard Sign			
A-FRAME SIGN	A-Frame Sign			
A-FRAME SIGN	A-Frame Sign			
PUBLIC SERVICE	ANNOUNCEMENTS		· · · ·	
PSA-1	General AIS Prevention			
PSA-2	Wake Sports			
PSA-3	Waterfowl Hunters			
PSA-4	Anglers			
PSA-5	Non-Motorized Watercraft			
PSA-6	Minnesota Watercraft Inspector			
PSA-7	Rapid Response Kit: Zebra Mussels			
PSA-8	Rapid Response Kit: New Zealand Mudsnails			
PSA-9	Rapid Response Kit: Red Swamp Crayfish			
PSA-10	Rapid Response Kit: Eurasian Watermilfoil			
PSA-11	Rapid Response Kit: Invasive Carp			
PSA-12	Rapid Response Kit: Starry Stonewort			
PSA-CUSTOM	New or Customized PSA	Contact us	for details	
STOP AQUATIC H	IITCHHIKERS	·		
BAN	2'x6' Vinyl Banner			
BUTTON-2	2" Stop Aquatic Hitchhiker Button			
DECAL-1	Full Color, 4"x3" Decal: Bobber			
DECAL-2	Full Color, 4"x3" Decal: Waterfowl			
DECAL-3	Full Color, 2"x3" Winchpost Decal			
DECAL-4	Full Color, 2"x10" Bumper Sticker			
HAT	Cotton Stop Aquatic Hitchhiker Ball Cap			
PIN	.75" Lapel Pin			
RAMP SIGN	11"x14" Stop Aquatic Hitchhiker Sign			
TD-1	7' Tear Drop Banner			

EAN.DRAIN.DRY. PRICE LIST AND ORDER FORM

		PRICE	QUANTITY	COST
DISPLAY AND EV	DISPLAY AND EVENT MATERIALS			
BAN	Full Color, 2' x 6' Vinyl Banner			
BAN	Full Color, 2' x 6' Vinyl Banner			
BAN	Full Color, 2' x 6' Vinyl Banner			
RET BAN	32"x83" Retractable Banner			
RET BAN	32"x83" Retractable Banner			
TD-2	7' Tear Drop Banner			
EVENT TENT	10'x10' Event Tent			
	SUBTOTAL			
S&H	Shipping and Handling to be determined	by Wildl	ife Forever	

&H	Shipping and Handling to be determined by Wildlife Forever	

PARTNER SHIPPING INFORMATION			
Affiliation:			
Contact Name:			
Address:			
City, State, ZIP:			
Phone:	Email:		
PARTNER BILLING INFORMATION			
Select one:	Check, Payable to Wildlife Forever		
	Credit Card – Please call with card information, or mail or fax this form		

There is a 3% processing fee on all credit card orders

All prices and product availability subject to change. Custom products subject to increased pricing.

Contact Zach Burnside at zburnside@wildlifeforever.org for additional information



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