

RESERVA

THE YOUTH LAND TRUST



For Immediate Release:

Lizzie Daly Hosts Youth-Led Charity Concert on International Day for Biological Diversity

Organised by Reserva: The Youth Land Trust to benefit Rainforest Trust, the event will feature a mix of music and conversation with celebrated artists and young conservationists. Viewers can watch live on Instagram at 7 p.m. British Summer Time only on @rainforesttrust this Friday.

London, May 18 2020 — While in-person concerts may be on hold for the foreseeable future, anyone with an Instagram account can still get their fill of live music this Friday by tuning into the “Concert for Conservation,” a youth-led charity event streaming live from @rainforesttrust at 7 p.m. BST (2 p.m. EDT) in celebration of the International Day for Biological Diversity. Hosted by Welsh biologist, naturalist and wildlife TV presenter Lizzie Daly, the 90-minute special will feature appearances and performances from internationally renowned singers, musicians and DJs, as well as conversations with some of the world’s most inspiring young conservationists—all broadcasting live from their respective homes.

Throughout the free event, viewers will have the opportunity to support vital habitat conservation efforts in Ecuador’s Chocó cloud forest, with 100% of donations being matched dollar for dollar by Rainforest Trust as part of a collaboration with Reserva: The Youth Land Trust and Fundación EcoMinga to establish the world’s first entirely youth-funded (and fund-raised) nature reserve. To make a lively event even more fun, Daly will spontaneously award prizes to randomly-selected contributors throughout the show.

18-year-old James Miller serves on Reserva’s Youth Council, a body that fosters youth leadership on nature-based solutions to the climate and biodiversity crises. “I dreamt up this concert a month ago as a fundraising event to protect some of the planet’s most threatened rainforest,” he says. “But I hope it shall be much more than that. The livestream should reach thousands of young people, raising awareness of the plight that wildlife faces around the world. Most importantly, though, it will bring together an international community for an inspiring evening in celebration of our generation’s fight to protect biodiversity.”

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Callie Broaddus, Founder and Executive Director for Reserva, says this concert is exactly what the organisation was designed to support. “It takes a lot of initiative and optimism for someone James’ age to dream up a charity event of this scale. To me, the most rewarding thing about working in youth empowerment is being able to recognize those qualities and provide whatever support is needed—whether graphic design, event production or just volunteer hours—to convert ideas into impact.”

The youth-led event has received additional support and endorsement from a number of high-profile groups and organisations, including National Geographic Campaign for Nature, the United Nations Decade on Biodiversity, The Ocean Project, Connect4Climate, Youth For Our Planet, Fundación EcoMinga and Rainforest Trust.

Reserva will be revealing new artists and speakers each day this week leading up to the live event from their own account (@reservaylt). The event will be broken into two parts separated by a short break in order to accommodate Instagram Live’s one-hour time limit, running from 7 p.m. – 8:45 p.m. BST.



Photos and graphics by Callie Broaddus.

Reserva: The Youth Land Trust is a globally active organization dedicated to empowering youth to make a measurable difference in the future of their planet through conservation, education, and storytelling. Learn more about our ongoing projects at reservaylt.org.

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