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## **Upstate Forever Executive Director Receives Two Prestigious Awards**

### ***Brad Wyche honored by South Carolina Aquarium and Roosevelt-Ashe Society***

Brad Wyche, Executive Director of Upstate Forever, has received two prestigious awards for his leadership and accomplishments in the conservation field. Last month the South Carolina Aquarium presented its Environmental Stewardship Awards in Charleston to honor individuals, companies and organizations that have protected the natural world, both locally and on a national level. Wyche received the Achievement Award. BMW Manufacturing, Inc. and Dr. Sylvia Earle received the Leadership and Legacy Awards, respectively.

The Asheville-based Wild South's Roosevelt-Ashe Society named Wyche its "Outstanding Conservationist of 2010." The Society's annual Conservation Awards recognize individuals and organizations for their contributions to the protection of the South's wild places.

Wyche practiced law in Greenville for nearly 20 years, concentrating in the environmental area. In 1998, he left the law business to found Upstate Forever and has served as its Executive Director since then. Upstate Forever now has a staff of 20, two offices, nearly 2,000 members, and a long list of notable achievements, including the protection of nearly 15,000 acres of special places in the Upstate, the LEED Platinum renovation of its main office in Greenville (only the third Platinum project in the State), playing a key role in making the Swamp Rabbit trail a

reality, and conducting one of the most comprehensive watershed studies in the country (Saluda-Reedy).

Wyche said, “I am deeply honored to receive these awards, but I am sharing them with our extraordinary Board and staff. Upstate Forever has been successful because of the guidance and support of our Board and the dedicated and tireless work of our staff.”

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**Upstate Forever** is a nonprofit, membership-based organization promoting sensible growth and the protection of special places in the Upstate region of South Carolina. Its three program areas are Land Trust, Sustainable Communities, and Clean Air and Water. For more information, see [www.upstateforever.org](http://www.upstateforever.org).

**The South Carolina Aquarium**, Charleston’s most-visited attraction, features thousands of amazing aquatic animals in more than 50 exhibits representing the rich biodiversity of South Carolina from the mountains to the sea. The Environmental Stewardship Awards were established in 2007 to recognize the efforts of individuals and organizations that embody the Aquarium’s mission of conservation. For more information, see <http://scaquarium.org/ESA/default.html>.

**Wild South** is a non-profit grassroots organization whose mission is to inspire people to enjoy, value and protect the wild character and natural legacy of the South. Its annual Roosevelt-Ashe Society Conservation Awards honor outstanding conservation work in the South and recognize heroes for their contributions to protect the South’s wild places. For more information, see [www.wildsouth.org/](http://www.wildsouth.org/).