



## FOR IMMEDIATE RELEASE

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### **Hill Country Conservancy hires new Chief Operating Officer and Director of Development to lead organization**

AUSTIN – Hill Country Conservancy (HCC), a nonprofit land trust committed to preserving the Texas Hill Country and constructing the 30-mile hike-and-bike Violet Crown Trail (VCT), announced today it has hired a new Chief Operating Officer and Director of Development. Adrienne Longenecker, CFRE will step into the role beginning September 1, 2017. She has served as Director of Development and Marketing for Thinkery since 2014.

Hill Country Conservancy marshals public and private resources to preserve large tracts of open space, which conserve critical water features, protect outdoor recreational opportunities and help maintain the Hill Country's unique quality of life. To date, HCC has conserved approximately 44,000 acres of land, forever.

"Simply put, we got it right," said CEO George Cofer. "For 15 years I have watched, with great admiration, Adrienne's many accomplishments in this community and have always wanted to work with her. HCC is fortunate to have Adrienne join our team."

A longtime Austinite and respected nonprofit professional, Longenecker brings more than 15 years of executive leadership and fundraising experience to Hill Country Conservancy. Coming on the heels of a successful capital campaign, Longenecker's leadership experience will be critical to the continued growth of the organization.

"Hill Country Conservancy is an outstanding example of deeply-rooted relationships between land-owners, the business community and environmental communities working together to create solutions, which protect our natural resources and economy," said Longenecker. "We must continue to expand our efforts and successes because our region's prosperity - our ability to positively impact the world - is intrinsically tied to our natural landscape and resulting quality of life."

Longenecker's hire comes at an exciting and pivotal time for Hill Country Conservancy, as the organization has expanded its focus area into four new counties and eyes the completion of the VCT's first 13 miles.

"It's been incredible to watch HCC grow as an organization over the years. Our donors, board members and staff continue to raise the bar in supporting our critical mission," said HCC's chair-elect Ashley Kegley-Whitehead. "I'm so excited about this next chapter in our evolution and am confident that we have the right team in place to take us there. Adrienne is such a welcomed addition."

#### **About Hill Country Conservancy**

Hill Country Conservancy is a nonprofit land trust committed to preserving not only the natural beauty and open spaces of the Texas Hill Country but also its economy. HCC marshals public and private resources to preserve the natural areas and scenic vistas, aquifers and springs, rivers and streams, working farms and ranches, and the rural heritage of the Central Texas Hill Country for people to enjoy and cherish for generations to come.

**About The Violet Crown Trail**

In 2006, planning of the Violet Crown Trail began. Its purpose is to create the first regional trail system in Central Texas. After years of strategic land acquisition and planning, the first six-mile segment opened. With continued construction, the VCT is on its way to becoming the longest trail of its kind in Central Texas.

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