



# A declaration of principles FOR THE PENNSYLVANIA WILDS TEAM

We the residents, business community, marketers, planners, representatives and stewards of the rivers, streams and lakes, towns and villages, parks and forests, wildlife and dark skies that comprise the region known collectively as THE PENNSYLVANIA WILDS, hereby commit ourselves to fulfilling the following mission and upholding and living by the unique core values that define THE PENNSYLVANIA WILDS and the authentic experiences it represents.

## OUR MISSION

Celebrate and nurture our natural wonders by connecting people with nature.

## OUR PHILOSOPHY

The way of nature is our way of life.

## OUR METHOD

Welcome those who share our passions.

## OUR PROMISE

The road less traveled makes all the difference.

Our core values spring from the soul of our organization. We will adhere and live by these beliefs even if doing so becomes unpopular or costs us commercial opportunity.

## OUR VALUES INCLUDE

Charm not chain | Stewardship of the land | The joy of exploration and discovery  
Cultivating the relationship between people and the environment  
Preserving, sharing and creating new stories | Aspiring to excellence in all we do

Our personality traits describe the unique characteristics that separate us from other places in the world. We celebrate these traits and bring them into every facet of THE PENNSYLVANIA WILDS. WE ARE: Down to earth; Quirky and authentic, not slick; Wild yet welcoming, Enthusiastic and optimistic; Rugged and resourceful. We commit ourselves to working TOGETHER to fulfill our mission every day, while living by our core values in THE PENNSYLVANIA WILDS.

*The Pennsylvania Wilds  
Center for Entrepreneurship*

*The Pennsylvania Wilds  
Regional Marketing Corporation*

*The Pennsylvania Wilds  
Planning Team*