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*Photo by Mike Groves*

# Wilderness is our common ground.

Making our home in Las Cruces, we appreciate the area's natural beauty—from the colorful Organ Mountains that are the city's magnificent backdrop, to Broad Canyon and the rugged Potrillos. As business leaders, we appreciate how these wild places and open spaces help the local economy. Across the West, we see counties with protected public lands economically better off than counties that lack these natural areas.

Doña Ana County is vibrant and growing, with higher than average rates of population growth and employment. Protecting our spectacular public lands is vital to preserving our quality of life and ensuring a thriving business climate. We need to keep the things we love just the way they are.

**Help Protect New Mexico's Wilderness. [www.CommonGroundNM.org](http://www.CommonGroundNM.org)**



CAMPAIGN FOR AMERICA'S WILDERNESS