



L.L.Bean's Mac McKeever presents 2008
L.L.Bean Outdoor Hero Award to Casco
Baykeeper Joe Payne.

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Casco BAYKEEPER® Joe Payne Is an Outdoor Hero

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On July 30th, Mac McKeever of L.L.Bean Public Affairs presented the 2008 L.L.Bean Outdoor Hero Award to Casco Baykeeper Joe Payne. The Casco Baykeeper, spokesperson for the environmental group Friends of Casco Bay, was selected as one of six outdoor enthusiasts around the nation “who by their words, attitude, and actions have helped connect people to the world around them...As the Casco Baykeeper, he has worked effectively to restore the health of Casco Bay.” This is the second year that the L.L.Bean Outdoor Hero Awards have been given, to “recognize staff or volunteers who have made a significant contribution to creating, maintaining, teaching about, or encouraging use of recreational outdoor space.” McKeever then presented a check for \$5,000 to Executive Director Cathy Ramsdell in Joe’s name to support the work of Friends of Casco Bay. Joe was uncharacteristically speechless, as he was not even aware that he had been nominated for the award. He did say that he was so appreciative that L.L.Bean recognized the work of all the staff at Friends of Casco Bay.

Since 1989, Friends of Casco Bay/Casco BAYKEEPER® has been working to improve and protect the environmental health of Casco Bay through advocacy, education, collaborative partnerships, water quality monitoring, and other scientific research. FMI, visit www.cascobay.org.

