**CARE for the Cape Cod & Islands Announces Cape Crusaders campaign**

Yarmouth, MA - CARE for the Cape Cod & the Islands announced today it is introducing a new “Cape Crusaders” campaign to encourage children and their families to become superheroes by helping to protect the natural environment and historical places of the region.

 “We realize that children are our future. If we can engage them and teach them the value of simple actions that make a big difference, our world will be a better place.” explained Jill Talladay, CARE’s Founder and Director. “As we work to raise further awareness of our fragile ecosystem we believe it is key to engage the community and for all to take part in creating solutions to issues that threaten what we hold dear.”

To become a Cape Crusader participants can complete missions that are available via the Goose Chase app or through completing one of two activity sheets where they earn points. The activity sheets have been divided into land and water based learning activities such as a word search, crossword puzzle and scavenger hunt. Many of the activities and missions involve visiting projects that have been funded through CARE’s grant program. To date CARE has funded more than fifty projects throughout the Cape and Islands.

The campaign will be officially launched on Earth Day Thursday, April 22 at the Cape Cod Children’s Museum. Visitors to the museum will be able to participate in fun and educational activities that highlight issues of concern for our planet from 10AM-1PM. Copies of the activity sheets will be provided to all children who attend along with a CARE decal. The activity sheets may also be downloaded from CARE’s website <https://careforthecapeandislands.org/cape-crusaders/>.

**About CARE for the Cape Cod & Islands**

CARE for the Cape & Islands™ was founded in 2012 as the Cape and Islands’ first travelers’ philanthropy initiative. CARE for the Cape & Islands™ mission is to inspire stewardship to preserve and protect the natural environment, cultural and historical treasures of Cape Cod, Martha’s Vineyard, and Nantucket. CARE for the Cape & Islands educates and facilitates relationships among travelers, businesses, local organizations, environmental initiatives, and residents. Working with travel industry businesses, CARE creates opportunities for travelers to contribute to local efforts to promote long-term environmental conservation and cultural heritage preservation. For more information: [careforthecapeandislands.org](http://careforthecapeandislands.org)

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