

# News Release

Appalachian Wildlife Refuge  
Contact: Kimberly Brewster  
828-551-0247  
kimberly@appalachianwild.org  
www.AppalachianWild.org

## Mascara Wands Helping Wild Animals

Asheville, North Carolina – In the beautiful mountains of Western North Carolina, a small nonprofit runs a wildlife emergency room helping injured and orphaned native animals. Because of the tremendous response from a post on Facebook that went viral about recycling mascara wands, Appalachian Wildlife Refuge is receiving much needed supplies and support from around the world.

*Wands for Wildlife*<sup>®</sup> started from a Facebook post put up by co-founder and wildlife rehabilitator Savannah Trantham on March 10, 2017. One of her friends, who is a makeup consultant, asked her to make the post public so she could share on her business page and it took off! Here is the original post: <https://www.facebook.com/savannah.tranthambrown/posts/718373582458> Since then the organization has received wands from every state in the country and places around the world!

“The *Wands for Wildlife*<sup>®</sup> program has taken off beyond our wildest dreams!” shared co-founder Kimberly Brewster. “We are receiving recycled wands from individuals, community groups, schools, salons, scouts and many others - including the make-up department with NBC's *The Blacklist*!” They are also receiving boxes of discontinued wands from manufacturers. While they have received a large number of wands, they are packaging them with educational materials on how to use and sharing with home-based wildlife rehabilitators and facilities.

Wildlife rehabilitators use the wands in many ways, including removing fly eggs and larva from feathers and fur of wild animals; assisting the wildlife rehabilitator in examining for injuries; and cleaning the syringes used for feeding the animals. Because the bristles are soft and so close together, they reduce the risk of potential injury to tiny patients - especially squirmy babies.

To recycle old wands, clean them in warm, soapy water to remove residual mascara and dry completely. Mail with the form found on the website at <https://www.appalachianwild.org/wands-for-wildlife.html>. Be sure to check postage and packaging requirements at the local post office.

Connect with the program using #WandsforWildlife in social media and keep up with the wild ones by following them on Facebook, Instagram, YouTube and Twitter. There is also a Wishlist of food and supplies to help the injured and orphaned animals at <https://www.appalachianwild.org/wishlist.html>.

Social media quickly spread the word around the world about a simple act of recycling. Now old mascara wands are saving wild lives through Appalachian Wild's **Wands for Wildlife**<sup>®</sup> program. Visit [www.appalachianwild.org](http://www.appalachianwild.org) to learn more.

*Appalachian Wildlife Refuge is a 501c3 nonprofit that coordinates the needs of wildlife rehabilitation in Western North Carolina providing care for injured and orphaned wildlife, support for the wildlife rehabilitation network and conservation education to the community.*

###