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Sigourney Weaver Joins Adirondack Wilderness Push

Actress and environmentalist Sigourney Weaver is the narrator of a [new video ad campaign](#) urging Gov. Andrew Cuomo to protect roughly 30,000 acres of new public land as motor-free wilderness.

“We have a once-in-a-generation opportunity to expand Adirondack wilderness to rival the most famous conservation landmarks in the world,” Weaver says in the video, which was shot by renowned Adirondack photographer Carl Heilman II, of Wild Visions.

Smartmeme Studios of Lincoln, WA produced the video, with additional input from SKD Knickerbocker, according to the Adirondack Council, which is sponsoring the video and an accompanying ad campaign on behalf of the BeWildNY Coalition.

The coalition consists of nine regional, statewide and national conservation organizations.

This campaign comes as the Cuomo administration’s Adirondack Park Agency is preparing to announce a series of public hearings on wilderness (motor-free) and non-wilderness (with motorized- and mechanized-use options) classification alternatives for property recently acquired by the state.

The coalition is seeking wilderness protection for the most sensitive waters, wildlife habitat and forests, totaling over 30,000 acres – the centerpiece of which is the 20,500-acre Boreas Ponds tract.

The DEC recently [released a temporary access plan](#) for the tract, which concerned environmentalists, who worry it will set a precedent for a higher level of us than the one they are seeking.

But during a [recent CapTon interview](#), the Adirondack Council’s Willie Janeway said he and other advocates are trying to remain optimistic, while continuing to press for their preferred classification in advance of the public hearings.