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Jackson Hole Wildlife Film Festival rebrands as Jackson Wild

By Julie Kukral

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Jackson Wild

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Jackson Hole Wildlife Film Festival has rebranded as Jackson Wild, the nonprofit officially announced yesterday.

With a new name, Jackson Wild also has a new mission: The nonprofit is expanding its reach to have a global impact. According to a press release, Jackson Wild will coordinate summits, awards, and media labs around the world.

“Taking Jackson Wild to a global stage helps us do what we do best as we elevate conservation issues and the critical work being done to restore and protect our planet through the power of innovative storytelling,” Executive Director Lisa Samford was quoted in a press release.

Read an in-depth story about Jackson Wild's new direction, and what it means for its local programming, in next week's issue of Scene.

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Scene Editor Billy Arnold covers arts and entertainment. He apprenticed as a sound engineer at the Beachland Ballroom in Cleveland, Ohio before making his way to Jackson, where he has become a low-key fan of country music.