



## PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

[DATE]

For more information:

[NAME, TITLE]

[ORGANIZATION]

[EMAIL]

[PHONE]

### **[CITY/COUNTY] residents invited to help search Wisconsin's waters for invasive species on August 17th**

[CITY, STATE]- Water lovers of all ages are invited to join [YOUR ORGANIZATION] on a search for aquatic invasive species (AIS), August 17th, 2019 at [TRAINING SITE]. This fun, hands-on effort, known as Snapshot Day, relies on participants to monitor streams and lakes at designated sites across the state, for signs of non-native plants and animals that pose risks to Wisconsin waterways and wildlife.

Coordinated by River Alliance of Wisconsin, in partnership with UW Extension's Citizen Lake Monitoring Network, the Wisconsin Department of Natural Resources, Snapshot Day is entering its' 6th successful year. Information collected will be provided to the WI DNR to inform and guide monitoring and response efforts. Volunteers are key to the success of the event.

"More and more people want to know how they can help protect the local lakes, rivers and streams they love. Snapshot Day makes taking action a fun, efficient and community-building event," explained Natalie Dutack, AIS Watershed Groups Manager at River Alliance of Wisconsin. "We've seen nature lovers, paddlers and anglers take part. We've also had families, troops of Scouts, and retirees come out. Everyone enjoys the hands-on opportunity to learn more about the waters near them, and by providing a venue and some training we can help them become stewards of their waters", Dutack continued.

[QUOTE FROM YOUR ORGANIZATION. CONTENT IDEAS: WHY YOU PARTICIPATE, WHY AIS MONITORING IS IMPORTANT, POSITIVE EXAMPLES OR EXPERIENCES FROM PREVIOUS EVENTS, HOW VOLUNTEERS HELP PREVENT THE SPREAD, ETC. EXAMPLE FROM 2018:

*In Polk County, the St. Croix River Association (SCRA) is gearing up for their 5th year hosting this event.*

*"Snapshot Day is a great opportunity for community members to get out and work together to check our streams and rivers for potentially harmful invasive species. Last year, we found an Asian clam the furthest north it's been documented in the St. Croix. Understanding where these species are is invaluable to resource managers-and understanding what is out there and why it could be harmful is invaluable to our communities," shared Angelique Dahlberg, Invasive Species Program Lead at SCRA stated.]*

This will be [YOUR ORGANIZATION] [\_\_\_\_] time hosting Snapshot Day. They join a larger network of over 20 conservation organizations helping to prevent the spread of invasive species across Wisconsin. Nearly 200 volunteers are expected to join the search for invasive species, which will include escaped or intentionally released water garden and aquarium species that can choke out rivers and streams and impair vital habitat for native wildlife.



Coordination of this event is made possible with generous support from the Wisconsin Department of Natural Resources through an Aquatic Invasive Species Education, Planning and Prevention grant.

EVENT DETAILS:

Saturday, August 17th

8:30am-1pm

[TRAINING SITE NAME & ADDRESS]

Following a brief identification training, volunteers will disperse to collect samples at critical monitoring sites, then reconvene to report what they found and celebrate a great time outdoors!

No experience is necessary and training is provided. This is a free event. Recommended for ages 8 and up, minors must be accompanied by an adult.

REGISTRATION:

Register and see all event details at: <https://www.wisconsinrivers.org/get-involved/events-home/>

Advance registration is requested by August 2nd to help Site Leaders build monitoring plans, but will remain open until August 15th.

About [Your Organization]:

[SUMMARY RE: YOUR GROUPS WORK/HISTORY]

About the River Alliance of Wisconsin:

Formed in 1993, River Alliance of Wisconsin is a statewide nonprofit, non-partisan advocacy organization that empowers people to protect and restore Wisconsin's waters. The organization's membership includes more than 1,500 individuals, businesses and local watershed groups. For more information, visit: [www.wisconsinrivers.org](http://www.wisconsinrivers.org)

Project Partners:

Bayfield County Land & Water Conservation Department, Calumet Groundwater Guardians, Beaver Creek Reserve, Conserve School, Fox-Wolf Watershed Alliance, Friends of Cherokee Marsh, Friends of the Manitowoc River Watershed, Glacierland RC&D, Golden Sands RC&D, Lakeshore Natural Resources Partnership, Langlade County, North Lakeland Discovery Center, Oneida County Land & Water Conservation Department, Polk County Land Conservation, St. Croix River Association, Timberland Invasives Partnership, University of Wisconsin Extension, Vilas County Land and Water Conservation Dept., Washington County Land & Water Conservation, Waukesha County Parks & Land Use, Wisconsin Department of Natural Resources, and more.

**[PROVIDE 2-3 IMAGES OF AIS OR PHOTOS FROM YOUR PREVIOUS SNAPSHOT EVENTS: Via Google Drive link or attached to your email to media.]**