



MEDIA ALERT

DATE

Izaak Walton League **XX Chapter Hosts Community Selfie Walk To Highlight Local Water Resources**

WHO: **XX Chapter** of the Izaak Walton League of America

WHAT: Stream Selfie Walk on **Creek/Stream Name(s)**

WHEN and WHERE: **DATE and TIME of event** **General Directions to Starting Point**
Starting Point for event (address) **(if necessary, such as to a specific spot in a park)**

WHY: If a picture is worth a thousand words, what is a collage of stream selfies across the country worth? In a word: priceless. These photos will help the Izaak Walton League focus water quality monitoring where it's needed – including streams important to people right here in **CITY/TOWN** – and use technology to get families into nature.

[Include information about partner groups involved, such as master naturalists who will talk about local flora and fauna or local historians]

Every American has the right to know whether the streams running through their backyards and neighborhood parks are safe. But there is an alarming lack of up-to-date information about water quality across the country. The Izaak Walton League's "Stream Selfie" campaign will help bridge that information gap.

Anyone can get involved! Simply snap a photo of a stream that's important to you, answer a few key questions, and share your picture on our Stream Selfie map. With each photo, the League is creating a first-of-its-kind national map for volunteers and community organizations involved with stream monitoring. By putting this information in one place, we can highlight streams that are being monitored today and develop a national inventory of streams that need to be monitored in the future.

CONTACT: **Name**
Chapter Office (if applicable)
Phone Number, E-mail