

PRESS RELEASE

DATE

Strike a Pose – for Clean Water!

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

CITY/TOWN, STATE — 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 are helping the Izaak Walton League focus water quality monitoring where it's needed – including streams important to people right here in **CITY/TOWN** – and using technology to get families into nature.

The League's **XX Chapter** hosted a "Selfie Walk" to introduce members of our community to **XX stream** and talk about how the health of this stream is vital to the health of our community. More than **xx people** came out for the walk, most with smart phones in hand, to put **CITY/TOWN** on the map!

[Insert details here from your event, such as

- How many stream sites were captured in selfies
- What people saw in the stream (trash, fish, interesting plants) or said about their experience (what they learned on the walk, common observations such as, "I never knew this stream was so beautiful" or "I'm surprised at the amount of trash in the water")
- Partner groups involved (such as master naturalists who talked 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.

Visit the **XX Chapter** website for more information at **[URL here]**. And visit www.streamselfie.org to start snapping!

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Founded in 1922, the Izaak Walton League of America (www.iwla.org) and our more than 42,000 members protect America's outdoors through education, community-based conservation, and promoting outdoor recreation.

Contact:

Name and daytime phone/e-mail address

Photos available upon request.