

SECTION 15.0. PRESENTATION/PRESS MATERIALS

THE MATERIAL CONTAINED IN THIS SECTION CAN BE USED TO:

- Make presentations to gain support for the Adopt-A-Stream program
- Inform the press to publicize the program
- Promote and advertise the program

The material in this section is not copyrighted and may be photocopied and made into overheads. Overhead sheets can be placed directly into the photocopier and the contents will be copied right onto the transparency.

IN THIS SECTION YOU WILL FIND:

- Sample poster advertising meeting
- Press release that can be adapted
- Sample letter sent to groups for funding and other kinds of support
- Overheads on the Adopt-A-Stream Program

PUBLIC MEETING

**COME TO A SPECIAL MEETING TO DISCUSS THE ADOPT-A-STREAM
PROGRAM**

DATE:

TIME:

LOCATION:

**THE ADOPT-A-STREAM PROGRAM IS A COMMUNITY PROGRAM TO
IMPROVE LOCAL WATERCOURSES. HELP THE ENVIRONMENT AND
HAVE SOME FUN AT THE SAME TIME!**

SPONSORED BY:

SAMPLE PRESS RELEASE

FOR RELEASE ON [DATE]

A local community group will soon be cleaning up and restoring the [*name of watercourse*] in a special program sponsored by the Nova Scotia Salmon Association and endorsed by Federal Department of Fisheries and Oceans, the Nova Scotia Department of Agriculture and Fisheries, and the Nova Scotia Department of Environment. The [*name of your group*] met last week to begin participating in the Adopt-A-Stream program. The Adopt-A-Stream program involves community, school, and youth groups in helping to improve conditions for fish in Nova Scotia. Although the term "adopt-a-stream" is used, groups are encouraged to adopt any water area in their community that they think needs some care. This might be a small brook, a large river, a lake, an estuary, or a marsh or pond. These water habitats are important for fish and many other species of Nova Scotia wildlife.

The [*name of your group*] decided that the [*name of watercourse*] could use some work. Chairperson of the group, [*name of Chairperson*] says [*quote, such as - many different people are getting together to improve the quality of the water*] in the [*name of watercourse*].

[*Name all the groups that are cooperating*] will all be working together to study the watercourse and determine why it is not as healthy as it once was. Once they have completed that task, a trained professional from the Nova Scotia Salmon Association will help them to develop a rehabilitation plan.

In the Adopt-a-Stream program, Nova Scotia Salmon Association professionals provide the expertise and volunteers provide the labour. In other parts of Canada and the U.S. this program has met with tremendous success. Interested and enthusiastic groups, community organizations, and schools, have cleaned up streams, stabilized stream banks, and installed special devices to improve habitat for fish, birds, and other wildlife.

In the Adopt-A-Stream program the group will be looking at how they can improve habitat requirements for fish and other wildlife that live in or near watercourses. Essentially, when by adopting this watercourse they will be trying to make it a better place for fish to live.

For more information on the program contact:
[*Name, address and phone number of contact person*]

Sample letter request for support

Dear

I am writing to you on behalf of the [*Name of group*] to solicit support for the clean-up and rehabilitation of the [*Name of watercourse*].

Our group consists of [*number*] people from the local community who have joined together to participate in the Adopt-A-Stream program sponsored by the Nova Scotia Salmon Association and endorsed by Federal Department of Fisheries and Oceans, the Nova Scotia Department of Agriculture and Fisheries and the Nova Scotia Department of Environment and Labour. Our group includes [*school children, seniors, fishing group, list the different groups that have joined together*].

In the Adopt-a-Stream program, government professionals provide the expertise and volunteers provide the labour. In other parts of Canada and the U.S. this program has met with tremendous success. Interested and enthusiastic groups, community organizations, and schools, have cleaned up streams, stabilized stream banks, and installed special devices to improve habitat for fish, birds, and other wildlife.

Our work on the [*name of watercourse*] will include research about the watercourse's history as well as some clean-up and rehabilitation under the supervision of government professionals.

We would like to ask you to support this worthwhile community effort by donating [*name item you want donated and what it is for- remember you can ask for a cash or an "in-kind" contribution*].

Please don't hesitate to contact me if I can be of further assistance or answer any other questions about the program.

Yours sincerely,

[*name of chairperson*]
[*address and phone number of chairperson*]

WHAT IS ADOPT-A STREAM?

- A PROGRAM WHERE VOLUNTEERS CLEAN-UP AND REHABILITATE A LOCAL WATERCOURSES
- A PROGRAM SPONSORED BY THE NOVA SCOTIA SALMON ASSOCIATION AND ENDORSED BY FEDERAL DEPARTMENT OF FISHERIES AND OCEANS NOVA SCOTIA DEPARTMENT OF AGRICULTURE AND FISHERIES AND THE NOVA SCOTIA DEPARTMENT OF ENVIRONMENT AND LABOUR.
- A PROGRAM DESIGNED FOR PARTICIPATION FROM ALL MEMBERS OF THE COMMUNITY
- A PROGRAM DESIGNED TO HELP OUR NATURAL ENVIRONMENT

WHAT'S INVOLVED?

A COMMUNITY GROUP WORKS TOGETHER TO:

- LEARN ABOUT THE HISTORY OF THE WATERCOURSE
- LEARN ABOUT THE CURRENT LAND USE AROUND THE WATERCOURSE
- LEARN ABOUT PAST AND PRESENT PROBLEMS
- MAKE A PLAN TO ENHANCE THE QUALITY OF THE WATER
- CLEAN UP, RESTORE, AND REHABILITATE THE WATERCOURSE

WHO CAN PARTICIPATE?

- SCHOOL CHILDREN
- SENIORS
- WILDLIFE, FISHING, NATURALIST GROUPS
- LOCAL INDUSTRY
- MUNICIPAL GOVERNMENT
- LOCAL SERVICE AND COMMUNITY GROUPS
- CHURCHES
- SCOUTS, GUIDES, AND 4-H GROUPS

ANYONE WHO IS INTERESTED

WHAT ARE THE BENEFITS?

- A CLEAN, HEALTHY NATURAL WATERCOURSE IS GOOD FOR THE ENVIRONMENT
- A CLEAN, HEALTHY NATURAL WORLD IS GOOD FOR THE ECONOMY
- THE ECO-TOURISM POTENTIAL OF OUR COMMUNITY WILL BE ENHANCED

WHAT ARE THE BENEFITS?

- PARTICIPANTS WILL LEARN ABOUT THE NATURAL HISTORY OF NOVA SCOTIA AND OUR COMMUNITY
- DIFFERENT SECTORS OF THE COMMUNITY WILL WORK TOGETHER ON A MEANINGFUL AND REWARDING COMMUNITY PROJECT