



### **Save the Fish Marketing Event**

**Goals:** Reach a new audience that lives, works or recreates in the St. Croix Basin but is not currently involved in partner programs or projects. Develop a low-cost and easy means to advertise events and opportunities such as cost-share grants, workshops and community clean-ups.

**What:** Drink coasters will be distributed to bars and restaurants throughout the St. Croix Valley during July. The coasters will direct people to a website and facebook page to learn more about what they can do to protect the St. Croix and other local water resources.

- **Website:** The website will have a list of events planned for St. Croix River Awareness Week and a link to sign-up for the SCRA e-newsletter. It will also have links to information about planting trees, raingardens, habitat and shorelines for clean water & information about assistance available to residents of Washington County. By creating a new page we will be able to track the number of hits directly related to this outreach campaign.
- **Facebook:** People will also have the option to “like us” on facebook to stay up-to-date and enter to win a river-related prize. The page will provide us with a free and easy way to stay connected with people after the campaign is over and to notify them of upcoming events and opportunities. It will also appeal to people who prefer not to be on e-mail lists.

**When:** St. Croix River Awareness Week is July 16 – 14, 2011. We will distribute coasters to bars throughout the month of July and will also use posters, press releases and facebook posts to advertise the event and build membership.

**Who:** This will be a collaborative project of the East Metro Water Resource Education Program and the St. Croix River Association. We are also looking for a private sponsor, such as a local brewery or distributor, to assist in printing and distributing the coasters.

**Why:** It will be fun and people will like it. It may generate additional earned media and will reach new people who may not read local papers or community newsletters.